

Bruner, G. C., II; Hensel, P. J.; James, K. E. (2007).
Marketing Scales Handbook. Vol. 4: A Compendium of Multi-Item Measures for Consumer
Behavior & Advertising. Chicago, IL: American Marketing Association.
[650 full text instruments]
Marketing research -- Statistical methods, Scaling (Social sciences)
FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965149>

Acceptability of Choice Alternatives [Consumer-Related Scales]. (1980; 1993; 2000).
Jones, M.A.; Mothersbaugh, D.L.; Beatty, S.E.; Ping Jr, R.A.; Rusbult, C.E.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 3.
FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965149>

Affective Response (General) [Consumer-Related Scales]. (1987; 1998; 1999).
Kim, J.; Allen, C.T.; Kardes, F.R.; Lim, J.; Bhargava, M.; Stuart, E.W.; Shimp, T.A.; Engle, R.W.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 4.
FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965150>

Affective Response (Negative) [Consumer-Related Scales]. (1980; 1995; 1998).
Coulter, K.S.; Edell, J.A.; Burke, M.C.; Plutchik, R.; Price, L.L.; Arnould, E.J.; Tierney, P.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 5.
FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965151>

Affective Response (Negative) [PANAS] [Consumer-Related Scales]. (1988; 1993; 1994; 1996;
1997; 1998; 1999).
Beatty, S.E.; Ferrell, M.E.; Dube, L.; Morgan, M.S.; Lord, K.R.; Lee, M.; Sauer, P.L.; Luce,
M.F.; Mano, H.; Oliver, R.L.; et al.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 6-8.
FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965152>

Affective Response (Positive) [Consumer-Related Scales]. (1980; 1992; 1996; 1997; 1998).
Coulter, K.S.; Edell, J.A.; Burke, M.C.; Laresn. Randy J.; Diener. Edward; Murry Jr, J.P.;
Dacin, P.A.; Oliver, R.L.; Rust, R.T.; Varki, S.; et al.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 9-10.
FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965153>

Affective Response (Positive) [Consumer-Related Scales]. (1988; 1988; 1993; 1994; 1995;
1996; 1997; 1998; 1999; 2001).
Babin, B.J.; Boles, J.S.; Darden, W.R.; Beatty, S.E.; Ferrell, M.E.; Dube, L.; Morgan, M.S.;
Holbrook, M.B.; Batra, R.; Hung, K.; et al.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 11-13.
FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965154>

Affective Response to Brand [Consumer-Related Scales]. (2001).
Chaudhuri, A.; Holbrook, M.B.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 14.
FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965155>

Agreement Response Tendency [Consumer-Related Scales]. (1960; 1999).
Couch, A.; Keniston, K.; Lastovicka, J.L.; Bettencourt, L.A.; Hughner, R.S.; Kuntze, R.J.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 15-16.
FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965156>

Animosity (Economic) [Consumer-Related Scales]. (1998).
Klein, J.G.; Ettenson, R.; Morris, M.D.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 17.
FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965157>

Animosity (War) [Consumer-Related Scales]. (1998).

Klein, J.G.; Ettenson, R.; Morris, M.D.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 18.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965158>

Anxiety (With Computers) [Consumer-Related Scales]. (1995; 2001).

Charlton, J.P.; Birken, P.E.; Coyle, J.R.; Thorson, E.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 19.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965159>

Approach-Avoidance (Retail Environment) [Consumer-Related Scales]. (1974; 1982; 2001).

Donovan, R.J.; Rossiter, J.R.; Mattila, A.S.; Wirtz, J.; Mehrabian, A.; Russell, J.A.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 20.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

<http://www.worldcat.org/oclc/25965160>

Arousal [Consumer-Related Scales]. (1974; 1974; 1981; 1991; 1996; 1998; 1999; 2000; 2001).

Donovan, R.J.; Rossiter, J.R.; Marcoolyn, G.; Nesdale, A.; Fornell, C.; Larcker, D.F.; Kempf, D.S.; Smith, R.E.; Mattila, A.S.; Wirtz, J.; et al.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 21-22.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965161>

Arousal Avoidance [Consumer-Related Scales]. (1978; 1998).

Murgatroyd, S.; Rushton, C.; Apter, M.; Ray, C.; Shoham, A.; Rose, G.M.; Kahle, L.R.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 23-24.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965162>

Attitude Toward a Theater's Facilities [Consumer-Related Scales]. (1999).

Garbarino, E.; Johnson, M.S.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 25.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965163>

TMSS List of Compilations: https://archive.org/details/TMSS_Compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Attitude Toward Activities (Adventurous) [Consumer-Related Scales]. (1998).

Shoham, A.; Rose, G.M.; Kahle, L.R.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 26.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

<http://www.worldcat.org/oclc/25965164>

Attitude Toward Activities (Social Status) [Consumer-Related Scales]. (1983; 1998).

Kahle, L.R.; Shoham, A.; Rose, G.M.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 27.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

<http://www.worldcat.org/oclc/25965165>

Attitude Toward Charitable Organizations [Consumer-Related Scales]. (2000).

Webb, D.J.; Green, C.L.; Brashear, T.G.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 28.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

<http://www.worldcat.org/oclc/25965166>

Attitude Toward Children's TV Programming [Consumer-Related Scales]. (1998).

Walsh, A.; Lacznia, R.N.; Carlson, L.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 29.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

<http://www.worldcat.org/oclc/25965167>

Attitude Toward Complaining (Personal Norms) [Consumer-Related Scales]. (1955; 1982; 1984; 1990; 1998).

Day, R.L.; Moorman, C.; Richins, M.L.; Bronislaw, J.V.; Singh, J.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 30-31.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965168>

Attitude Toward Coupons [Consumer-Related Scales]. (1998).

Huff, L.; Alden, D.L.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 32.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965169>

Attitude Toward Elicitation Method [Consumer-Related Scales]. (1997; 2000).

Bottomley, P.A.; Doyle, J.R.; Green, R.H.; Leon, O.G.; Steenkamp, J.E.M.; van Trijp, H.C.M.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 33.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965170>

Attitude Toward Helping Others [Consumer-Related Scales]. (2000).

Webb, D.J.; Green, C.L.; Brashear, T.G.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 34.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965171>

Attitude Toward Homosexuality [Consumer-Related Scales]. (1984; 1998).

Bhat, S.; Leigh, T.W.; Wardlow, D.L.; Herek, G.M.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 35.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965172>

Attitude Toward NUTRITION FACTS Label [Consumer-Related Scales]. (1999).

Burton, S.; Garretson, J.A.; Velliquette, A.M.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 36.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965173>

Attitude Toward Private Label Brands [Consumer-Related Scales]. (1998).

Burton, S.; Lichtenstein, D.R.; Netemeyer, R.G.; Garretson, J.A.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 37.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965174>

Attitude Toward Product Price [Consumer-Related Scales]. (1998).

Manning, K.C.; Sprott, D.E.; Miyazaki, A.D.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 38.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965175>

Attitude Toward Sweepstakes [Consumer-Related Scales]. (1998).

Huff, L.; Alden, D.L.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 39.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965176>

Attitude Toward the Act [Consumer-Related Scales]. (1980; 1981; 1982; 1985; 1987; 1992; 2001).

Ajzen, I.; Fishbein, M.; Allen, C.T.; Machleit, K.A.; Kleine, S.S.; Bagozzi, R.P.; Baumgartner, H.; Yi, Y.; Gardner, M.; Mitchell, A.A.; et al.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 40-42.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965177>

Attitude Toward the Act (Consuming a Food Item) [Consumer-Related Scales]. (1994; 1999; 2001).

Crites Jr, S.L.; Fabrigar, L.R.; Petty, R.E.; Fitzsimons, G.J.; Shiv, B.; Shiv, B.; Fedorikhin, A.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 43.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965178>

Attitude Toward the Brand [Consumer-Related Scales]. (2001).

Cho, C.; Lee, J.; Tharp, M.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 44.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965179>

Attitude Toward the Brand & Product Category [Consumer-Related Scales]. (1989; 1991; 2001).

Martin, I.M.; Stewart, D.W.; Park, C.W.; Milberg, S.; Lawson, R.; Shavitt, S.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4. Chicago, IL: American Marketing Association

Page(s) 45-46.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965180>

Attitude Toward the Brand (Beer) [Consumer-Related Scales]. (1998).

Aaker, J.L.; Williams, P.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4. Chicago, IL: American Marketing Association

Page(s) 47.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965181>

Attitude Toward the Brand (Child's Hedonic) [Consumer-Related Scales]. (1999).

Pechoux, C.; Derbaix, C.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4. Chicago, IL: American Marketing Association

Page(s) 48.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

<http://www.worldcat.org/oclc/25965182>

Attitude Toward the Brand (Child's Utilitarian) [Consumer-Related Scales]. (1999).

Pechoux, C.; Derbaix, C.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4. Chicago, IL: American Marketing Association

Page(s) 49.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965183>

Attitude Toward the Brand (Usage Benefits) [Consumer-Related Scales]. (2000).

Bolton, R.N.; Kannan, P.K.; Bramlett, M.D.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4. Chicago, IL: American Marketing Association

Page(s) 50.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965184>

Attitude Toward the Brand Name [Consumer-Related Scales]. (1994; 2001).

Schmitt, B.H.; Pan, Y.; Tavassoli, N.T.; Zhang, S.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4. Chicago, IL: American Marketing Association

Page(s) 51.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965185>

TMSS List of Compilations: https://archive.org/details/TMSS_Compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Attitude Toward the Brand Name [Consumer-Related Scales]. (2001).

Zhang, S.; Schmitt, B.H.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 52.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965186>

Attitude Toward the Company [Consumer-Related Scales]. (2000).

Goldsmith, R.E.; Lafferty, B.A.; Newell, S.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 53.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965187>

Attitude Toward the Company [Consumer-Related Scales]. (2001).

Sen, S.; Bhattacharya, C.B.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 54.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965188>

Attitude Toward the Company (Social Responsibility) [Consumer-Related Scales]. (2001).

Sen, S.; Bhattacharya, C.B.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 55.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965189>

Attitude Toward the Innovation [Consumer-Related Scales]. (1962; 1999;).

Boyd, T.C.; Mason, C.H.; Rogers, E.M.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 56.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965190>

Attitude Toward the Mall (Ambience) [Consumer-Related Scales]. (1998).

Wakefield, K.L.; Baker, J.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 57.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965191>

Attitude Toward the Mall (Design) [Consumer-Related Scales]. (1998).

Wakefield, K.L.; Baker, J.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 58.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965192>

Attitude Toward the Mall (Exciting) [Consumer-Related Scales]. (1980; 1993; 1998).

Mano, H.; Oliver, R.L.; Russell, J.A.; Pratt, G.; Wakefield, K.L.; Baker, J.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 59.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965193>

Attitude Toward the Mall (Layout) [Consumer-Related Scales]. (1998).

Wakefield, K.L.; Baker, J.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 60.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965194>

Attitude Toward the Mall (Variety) [Consumer-Related Scales]. (1998).

Wakefield, K.L.; Baker, J.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 61.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965195>

Attitude Toward the Movie (Action) [Consumer-Related Scales]. (1999).

Pechmann, C.; Shih, C.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 62.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965196>

Attitude Toward the Movie (Extrinsic Cues) [Consumer-Related Scales]. (1989; 1999).

Linton, James M.; Petrovich, J.A.; Neelamegham, R.; Dipak, J.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 63.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

<http://www.worldcat.org/oclc/25965197>

Attitude Toward the Movie (Intrinsic Cues) [Consumer-Related Scales]. (1989; 1999).

Linton, James M.; Petrovich, J.A.; Neelamegham, R.; Dipak, J.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 64.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

<http://www.worldcat.org/oclc/25965198>

Attitude Toward the Movie (Story) [Consumer-Related Scales]. (1999).

Pechmann, C.; Shih, C.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 65.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965199>

Attitude Toward the Object (Interesting) [Consumer-Related Scales]. (1999).

Neelamegham, R.; Dipak, J.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 66.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

<http://www.worldcat.org/oclc/25965200>

Attitude Toward the Object (Likeability) [Consumer-Related Scales]. (2000).

Moon, Y.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 67.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

<http://www.worldcat.org/oclc/25965201>

Attitude Toward the Offer [Consumer-Related Scales]. (2000).

Ellen, P.S.; Mohr, L.A.; Webb, D.J.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 68.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965202>

Attitude Toward the Product (Beauty Enhancement) [Consumer-Related Scales]. (2001).
Bower, A.B.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 69.
FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965203>

Attitude Toward the Product (Digital Camera) [Consumer-Related Scales]. (2001).
Moreau, C.P.; Markman, A.B.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 70-71.
FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965204>

Attitude Toward the Product (Food) [Consumer-Related Scales]. (2000) Arias-Boltzmann, L.;
Chakraborty, G.; Mowen, J.C.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 72.
FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965205>

Attitude Toward the Product (High Tech) [Consumer-Related Scales]. (2001).
Roehm, M.L.; Sternthal, B.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 73-74.
FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965206>

Attitude Toward the Product Brand (Semantic Differential) [Consumer-Related Scales].
(1987; 1990; 1991; 1992; 1993; 1998; 1999; 2000).
Anand, P.; Sternthal, B.; Batra, R.; Stayman, D.; Bezjian-Avery, A.; Calder, B.; Iacobucci, D.;
Darley, W.K.; Smith, R.W.; Gurhan-Canli, Z.; et al.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 75-87.
FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965207>

Attitude Toward the Brand [Consumer-Related Scales]. (1994; 1995; 1997; 2005).
Luna, D.; Peracchio, L.A.; Meyers-Levy, J.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 88-89.
FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965208>

Attitude Toward the Product Brand [Consumer-Related Scales]. (1994; 1996; 2001).
LeClerc, F.; Schmitt, B.H.; Dube, L.; Pan, Y.; Shamdasani, P.N.; Stanaland, A.J.S.; Tan, J.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 90.
FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965209>

Attitude Toward the Sales Promotion (Convenience) [Consumer-Related Scales]. (2000).
Chandon, P.; Wansink, B.; Laurent, G.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 91.
FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965210>

Attitude Toward the Sales Promotion (Convience) [Consumer-Related Scales]. (2000).
Chandon, P.; Wansink, B.; Laurent, G.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 91.
FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965211>

Attitude Toward the Sales Promotion (Entertainment) [Consumer-Related Scales]. (2000).
Chandon, P.; Wansink, B.; Laurent, G.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 92.
FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965212>

Attitude Toward the Sales Promotion (Exploration) [Consumer-Related Scales]. (2000).
Chandon, P.; Wansink, B.; Laurent, G.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 93.
FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965213>

Attitude Toward the Sales Promotion (Overall) [Consumer-Related Scales]. (2000).
Chandon, P.; Wansink, B.; Laurent, G.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 94.
FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965214>

Attitude Toward the Sales Promotion (Pride) [Consumer-Related Scales]. (2000).

Chandon, P.; Wansink, B.; Laurent, G.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 95.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

<http://www.worldcat.org/oclc/25965215>

Attitude Toward the Sales Promotion (Quality) [Consumer-Related Scales]. (2000).

Chandon, P.; Wansink, B.; Laurent, G.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 96.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

<http://www.worldcat.org/oclc/25965216>

Attitude Toward the Sales Promotion (Savings) [Consumer-Related Scales]. (2000).

Chandon, P.; Wansink, B.; Laurent, G.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 97.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965217>

Attitude Toward the Service Provider [Consumer-Related Scales]. (1996; 1997; 1998).

Day, E.; Stafford, M.R.; Hui, M.K.; Thakor, M.V.; Gill, R.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 98.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965218>

Attitude Toward the Service Provider [Consumer-Related Scales]. (1999).

Raghubir, P.; Corfman, K.P.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 99.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965219>

Attitude Toward the Sponsor [Consumer-Related Scales]. (2000).

Speed, R.; Thompson, P.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 100.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965220>

TMSS List of Compilations: https://archive.org/details/TMSS_Compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Attitude Toward the Sport (Adventurous) [Consumer-Related Scales]. (1990; 1998).

Shoham, A.; Darling, J.R.; Wood, V.R.; Kahle, L.R.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/ Vol 4.
Chicago, IL: American Marketing Association

Page(s) 101.

FIND THIS BOOK IN A LIBRARY NEAR YOU:

<http://www.worldcat.org/oclc/25965221>

Attitude Toward the Sport (Curiosity-Arousing) [Consumer-Related Scales]. (1998).

Shoham, A.; Rose, G.M.; Kahle, L.R.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 102.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965222>

Attitude Toward the Sport (Social Status) [Consumer-Related Scales]. (1983; 1998).

Kahle, L.R.; Shoham, A.; Rose, G.M.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 103.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965223>

Attitude Toward the Sport (Thrilling) [Consumer-Related Scales]. (1998).

Shoham, A.; Rose, G.M.; Kahle, L.R.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 104.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965224>

Attitude Toward the Task [Consumer-Related Scales]. (2000).

Park, C.W.; Jun, S.Y.; MacInnis, D.J.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 105.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965225>

Attitude Toward the Website (Affect) [Consumer-Related Scales]. (2001).

Lynch, P.D.; Kent, R.J.; Srinivasan, S.S.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 106.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965226>

TMSS List of Compilations: https://archive.org/details/TMSS_Compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Attitude Toward the Website (Economic Value) [Consumer-Related Scales]. (1993; 2001).
Mathwick, C.; Malhotra, N.; Rigdon, E.; Sears Shop At Home Services.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 107.
FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965227>

Attitude Toward the Website (Entertaining) [Consumer-Related Scales]. (1999).
Chen, Q.; Wells, W.D.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 108.
FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965228>

Attitude Toward the Website (Entertaining) [Consumer-Related Scales]. (1993; 2001).
Mathwick, C.; Malhotra, N.; Rigdon, E.; Sears Shop At Home Services.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 109.
FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965229>

Attitude Toward the Website (Escapism) [Consumer-Related Scales]. (1993; 2001).
Mathwick, C.; Malhotra, N.; Rigdon, E.; Sears Shop At Home Services.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 110.
FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965230>

Attitude Toward the Web site (General) [Consumer-Related Scales]. (1999; 2001).
Chen, Q.; Wells, W.D.; Shamdasani, P.N.; Stanaland, A.J.S.; Tan, J.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 111.
FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965231>

Attitude Toward the Website (General) [Consumer-Related Scales]. (2000; 2002).
Bruner II, G.C.; Kumar, A.; Stevenson, J.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 112.
FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965232>

Attitude Toward the Website (General) [Consumer-Related Scales]. (2000; 2001).

Burns, K.S.; Coyle, J.R.; Thorson, E.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 113.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965233>

Attitude Toward the Website (Informative) [Consumer-Related Scales]. (1999).

Chen, Q.; Wells, W.D.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 114.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965234>

Attitude Toward the Web site (Organized) [Consumer-Related Scales]. (1999).

Chen, Q.; Wells, W.D.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 115.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965235>

Attitude Toward the Website (Quality) [Consumer-Related Scales]. (2001).

Lynch, P.D.; Kent, R.J.; Srinivasan, S.S.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 116.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965236>

Attitude Toward the Website (Shopping Efficiency) [Consumer-Related Scales]. (1993; 2001).

Mathwick, C.; Malhotra, N.; Rigdon, E.; Sears Shop At Home Services.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 117.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965237>

Attitude Toward the Website (Trust) [Consumer-Related Scales]. (2001).

Lynch, P.D.; Kent, R.J.; Srinivasan, S.S.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 118.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965238>

Attitude Toward the Website (Visual Appeal) [Consumer-Related Scales]. (1993; 2001).

Mathwick, C.; Malhotra, N.; Rigdon, E.; Sears Shop At Home Services.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 119.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965239>

Balanced Inventory of Desirable Responding [Consumer-Related Scales]. (1984; 1988; 1988; 1999; 2001).

Bearden, W.O.; Hardesty, D.M.; Rose, R.L.; Gerbing, D.W.; Anderson, J.C.; Lastovicka, J.L.;

Bettencourt, L.A.; Hughner, R.S.; Kuntze, R.J.; Paulhus, D.L.; et al.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 120-122.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965240>

Behavioral Intention [Consumer-Related Scales]. (1975; 1980; 1992; 1993; 1996; 1997; 1998; 1999; 2000).

Ajzen, I.; Fishbein, M.; Day, E.; Stafford, M.R.; Jones, M.A.; Mothersbaugh, D.L.; Beatty,

S.E.; Machleit, K.A.; Allen, C.T.; Madden, T.J.; et al.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 123-126.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965241>

Behavioral Intention [Consumer-Related Scales]. (1981; 2000).

Cronin Jr, J.J.; Brady, M.K.; Holt, G.T.M.; Fornell, C.; Larcker, D.F.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 127.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965242>

Bored [Consumer-Related Scales]. (1991; 1993; 1999).

Mano, H.; Oliver, R.L.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 128.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965243>

Boycott Issue Importance [Consumer-Related Scales]. (2001).

Sen, S.; Gurhan-Canli, Z.; Morwitz, V.G.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 129.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965244>

Boycott Likelihood [Consumer-Related Scales]. (2001).

Sen, S.; Gurhan-Canli, Z.; Morwitz, V.G.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 130.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965245>

Brand Belief [Consumer-Related Scales]. (2000).

Ahluwalia, R.; Gurhan-Canli, Z.; John, D.R.; Loken, B.; Joiner, C.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 131.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965246>

Brand Consciousness [Consumer-Related Scales]. (1996; 1999).

Donthu, N.; Garcia, A.; Gilliland, D.I.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 132.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965247>

Brand Distinctiveness [Consumer-Related Scales]. (2000).

Yoo, B.; Donthu, N.; Lee, S.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 133.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965248>

Brand Equity [Consumer-Related Scales]. (2000).

Yoo, B.; Donthu, N.; Lee, S.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 134.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965249>

Brand Extension Fit [Consumer-Related Scales]. (1998; 2000).

Ahluwalia, R.; Gurhan-Canli, Z.; John, D.R.; Loken, B.; Joiner, C.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 135.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965250>

Brand Extension Fit [Consumer-Related Scales]. (2000).

Bridges, S.; Keller, K.L.; Sood, S.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 136.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965251>

Brand Extension Fit [Consumer-Related Scales]. (1987; 1992; 1995; 2001).

Klink, R.R.; Smith, D.C.; Loken, B.; Ward, J.; Park, C.W.; Andrews, J.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 137.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965252>

Brand Extension Fit (Usage-Based) [Consumer-Related Scales]. (1989; 1991; 2001).

Chakravarti, D.; MacInnis, D.J.; Nakamoto, K.; Martin, I.M.; Stewart, D.W.; Ratneshwar, S.; Shocker, A.D.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 138.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965253>

Brand Parity [Consumer-Related Scales]. (2000).

Batra, R.; Sinha, I.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 139.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965254>

Brand Personality (Competence) [Consumer-Related Scales]. (1997).

Aaker, J.L.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 140.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965255>

Brand Personality (Excitement) [Consumer-Related Scales]. (1997).

Aaker, J.L.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 141-142.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965256>

Brand Personality (Ruggedness) [Consumer-Related Scales]. (1997).

Aaker, J.L.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 143.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965257>

Brand Personality (Sincerity) [Consumer-Related Scales]. (1997).

Aaker, J.L.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 144.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965258>

Brand Personality (Sophistication) [Consumer-Related Scales]. (1997).

Aaker, J.L.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 145.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965259>

Brand Superiority [Consumer-Related Scales]. (1994; 1997; 1998; 2000).

Aaker, J.L.; Parthasarathy, M.; Ahluwalia, R.; Gurhan-Canli, Z.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 146-147.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965260>

Browsing [Consumer-Related Scales]. (1989; 1990; 1996).

Beatty, S.E.; Ferrell, M.E.; Bloch, P.H.; Ridgway, N.M.; Sherrell, D.L.; Jeon, J.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 148.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965261>

Calmness [Consumer-Related Scales]. (1991; 1993; 1999).

Mano, H.; Oliver, R.L.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 149.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965262>

Cause Marketing (Commitment by Business) [Consumer-Related Scales]. (2000).

Ellen, P.S.; Mohr, L.A.; Webb, D.J.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 150.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965263>

Cause Marketing (Congruency with Business) [Consumer-Related Scales]. (2000).

Ellen, P.S.; Mohr, L.A.; Webb, D.J.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 151.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965264>

Cause Marketing (Resources Expended by Business) [Consumer-Related Scales]. (2000).

Ellen, P.S.; Mohr, L.A.; Webb, D.J.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 152.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965265>

Change Seeking [Consumer-Related Scales]. (1964; 1994; 1995; 2001).

Baumgartner, H.; Steenkamp, J.E.M.; Campbell, M.C.; Goodstein, R.C.; Garlington, W.K.; Shimota, H.E.; Mehrabian, A.; Russell, J.A.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 153-154.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965266>

Commercial Friendship Perception [Consumer-Related Scales]. (1999).

Price, L.L.; Arnould, E.J.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 155-156.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965267>

TMSS List of Compilations: https://archive.org/details/TMSS_Compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Commercial Friendship Perception [Consumer-Related Scales]. (2000).

Evans, K.R.; Kleine III, R.E.; Landry, T.D.; Crosby, L.A.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 157.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965268>

Commitment (Brand) [Consumer-Related Scales]. (1988; 2000; 2001).

Abluwalia, R.; Unnava, H.R.; Burnkrant, R.E.; Beatty, S.E.; Kahle, L.R.; Homer, P.M.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 158.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965269>

Commitment (Brand) [Consumer-Related Scales]. (1988; 2000).

Beatty, S.E.; Kahle, L.R.; Yoo, B.; Donthu, N.; Lee, S.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 159.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965270>

Commitment (Information Complexity) [Consumer-Related Scales]. (1999).

Pritchard, M.P.; Havitz, M.E.; Howard, D.R.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 160.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965271>

Commitment (Position Involvement) [Consumer-Related Scales]. (1999).

Pritchard, M.P.; Havitz, M.E.; Howard, D.R.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 161.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965272>

Commitment (Resistance to Change) [Consumer-Related Scales]. (1999).

Pritchard, M.P.; Havitz, M.E.; Howard, D.R.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 162.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965273>

Commitment (Volitional Choice) [Consumer-Related Scales]. (1999).

Pritchard, M.P.; Havitz, M.E.; Howard, D.R.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 163.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965274>

Commitment to a Theater [Consumer-Related Scales]. (1999).

Garbarino, E.; Johnson, M.S.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 164.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965275>

Commitment to Retailer [Consumer-Related Scales]. (2001).

De Wulf, K.; Odekerken-Schroder, G.; Iacobucci, D.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 165.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965276>

Commitment to Service Provider [Consumer-Related Scales]. (1998).

Tax, S.S.; Brown, S.W.; Chandrashekar, M.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 166.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965277>

Commitment to Service Provider [Consumer-Related Scales]. (1999).

Price, L.L.; Arnould, E.J.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 167.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965278>

Commitment to Service Provider [Consumer-Related Scales]. (1994; 2000).

Ganesh, J.; Arnold, M.J.; Reynolds, K.E.; Morgan, R.M.; Hunt, S.D.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 168.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965279>

Communication Avoidance (Parent Child) [Consumer-Related Scales]. (1958; 1988; 1998; 2001).

Carlson, L.; Grossbart, S.; Lacznia, R.N.; Walsh, A.; Schaefer, E.S.; Bell, R.Q.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4. Chicago, IL: American Marketing Association

Page(s) 169.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965280>

Communication Effectiveness with Service Provider [Consumer-Related Scales]. (1999).

Price, L.L.; Arnould, E.J.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4. Chicago, IL: American Marketing Association

Page(s) 170.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965281>

Communication Encouragement (Parent/Child) [Consumer-Related Scales]. (1958; 1988; 1998; 1999; 2001).

Carlson, L.; Grossbart, S.; Lacznia, R.N.; Walsh, A.; Rose, G.M.; Schaefer, E.S.; Bell, R.Q.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4. Chicago, IL: American Marketing Association

Page(s) 171.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965282>

Competence of Service Provider [Consumer-Related Scales]. (1999).

Price, L.L.; Arnould, E.J.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4. Chicago, IL: American Marketing Association

Page(s) 172.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965283>

Compulsive Buying [Consumer-Related Scales]. (1987; 1989; 1992; 1994; 1995; 1999).

Babin, B.J.; Darden, W.R.; Griffin, M.; Faber, R.J.; Christenson, G.A.; De Zwaan, M.;

Mitchell, J.E.; O'Guinn, T.C.; Krych, R.; Lastovicka, J.L.; et al.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4. Chicago, IL: American Marketing Association

Page(s) 173-174.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965284>

Conformity Motivation (ATCSI) [Consumer-Related Scales]. (1974; 1984; 1989; 1990; 2000; 2001).

Ailawadi, K.L.; Neslin, S.A.; Gedenk, K.; Rose, R.L.; Netemeyer, R.G.; Bearden, W.O.; Teel, J.E.; Gulas, C.S.; McKeage, K.; Lennox, R.D.; et al.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4. Chicago, IL: American Marketing Association

Page(s) 175-176.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965285>

Conformity Motivation (Consumption) [Consumer-Related Scales]. (1995; 1998).

Kahle, L.R.; Shoham, A.; Rose, G.M.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4. Chicago, IL: American Marketing Association

Page(s) 177.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965286>

Congruency (Beliefs Information) [Consumer-Related Scales]. (1998).

Gurhan-Canli, Z.; Maheswaran, D.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4. Chicago, IL: American Marketing Association

Page(s) 178.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965287>

Consumer Activism [Consumer-Related Scales]. (1978; 1998).

Moschis, G.P.; Churchill Jr, G.A.; Palan, K.M.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4. Chicago, IL: American Marketing Association

Page(s) 179.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965288>

Consumer Skills Development (Child's) [Consumer-Related Scales]. (1999).

Rose, G.M.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4. Chicago, IL: American Marketing Association

Page(s) 180.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965289>

Convenience of Technology Assisted Shopping [Consumer-Related Scales]. (2001).

Childers, T.L.; Carr, C.L.; Peck, J.; Carson, S.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4. Chicago, IL: American Marketing Association

Page(s) 181.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965290>

TMSS List of Compilations: https://archive.org/details/TMSS_Compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Corporate Social Responsibility (Company Ability) [Consumer-Related Scales]. (2001).

Sen, S.; Bhattacharya, C.B.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 182.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965291>

Corporate Social Responsibility (Personal Support) [Consumer-Related Scales]. (2001).

Sen, S.; Bhattacharya, C.B.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 183.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965292>

Country-of-Origin Product Image (General) [Consumer-Related Scales]. (1988; 1998).

Darling, J.R.; Arnold, D.R.; Klein, J.G.; Ettenson, R.; Morris, M.D.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 184.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965293>

Country-of-Origin Product Purchase Intention [Consumer-Related Scales]. (1990; 1998).

Klein, J.G.; Ettenson, R.; Morris, M.D.; Darling, J.R.; Wood, V.R.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 185.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965294>

Coviewing TV (Parent Child) [Consumer-Related Scales]. (1988; 1991; 1998; 1999).

Carlson, L.; Grossbart, S.; Walsh, A.; Rose, G.M.; Rose, G.M.; Bush, V.D.; Kahle, L.R.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 186.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965295>

Crime Estimates [Consumer-Related Scales]. (1987; 1998; 2001).

Diamantopoulos, A.; Winklhofer, H.M.; Shapiro, M.A.; Shrum, L.J.; Wyer, R.S.; O'Guinn, T.C.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 187-188.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965296>

Cultural Orientation (Horizontal Collectivism) [Consumer-Related Scales]. (1995; 2000).
Gurhan-Canli, Z.; Parthasarathy, M.; Singelis, T.M.; Triandis, H.C.; Bhawuk, D.S.; Gelfand, M.J.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 189.
FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965297>

Cultural Orientation (Horizontal Individualism) [Consumer-Related Scales]. (1995; 2000).
Gurhan-Canli, Z.; Parthasarathy, M.; Singelis, T.M.; Triandis, H.C.; Bhawuk, D.S.; Gelfand, M.J.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 190.
FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965298>

Cultural Orientation (Vertical Collectivism) [Consumer-Related Scales]. (1995; 2000).
Gurhan-Canli, Z.; Parthasarathy, M.; Singelis, T.M.; Triandis, H.C.; Bhawuk, D.S.; Gelfand, M.J.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 191.
FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965299>

Cultural Orientation (Vertical Individualism) [Consumer-Related Scales]. (1995; 2000).
Gurhan-Canli, Z.; Parthasarathy, M.; Singelis, T.M.; Triandis, H.C.; Bhawuk, D.S.; Gelfand, M.J.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 192.
FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965300>

Decision Basis (Head Vs. Heart) [Consumer-Related Scales]. (1999).
Shiv, B.; Fedorikhin, A.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 193.
FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965301>

Decision-Making Style [Consumer-Related Scales]. (1999).

Mantel, S.P.; Kardes, F.R.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 194.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965302>

Desire for Friendship with Service Provider [Consumer-Related Scales]. (1999).

Price, L.L.; Arnould, E.J.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 195.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965303>

Disconfirmation Sensitivity [Consumer-Related Scales]. (2001).

Kopalle, P.K.; Lichtenstein, D.R.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 196.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965304>

Distribution Intensity [Consumer-Related Scales]. (1992; 2000).

Smith, D.C.; Yoo, B.; Donthu, N.; Lee, S.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 197.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965305>

Ease of Use [Consumer-Related Scales]. (2001).

Mukherjee, A.; Hoyer, W.D.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 198.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965306>

Ease of Use (Technology Assisted Shopping) [Consumer-Related Scales]. (1986; 1989; 2001).

Childers, T.L.; Carr, C.L.; Peck, J.; Carson, S.; Davis, F.D.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 199.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965307>

Embarrassment [Consumer-Related Scales]. (1968; 1991; 2001).

Dahl, D.W.; Manchanda, R.V.; Argo, J.J.; Modigliani, A.; Parrott, W.G.; Smith, S.F.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 200.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965308>

Environmentalism [Consumer-Related Scales]. (1978; 1999).

Lastovicka, J.L.; Bettencourt, L.A.; Hughner, R.S.; Kuntze, R.J.; Tognacci, L.N.; Wergel, R.H.;
Wideen, M.F.; Vernon, D.T.A.; Weigel, R.; Weigel, J.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 201-202.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965309>

Environmentalism [Consumer-Related Scales]. (1978; 1995; 1999).

Dunlap, R.F.; Van Liere, K.D.; Lastovicka, J.L.; Bettencourt, L.A.; Hughner, R.S.; Kuntze, R.J.;
Schuhwerk, M.; Lefkoff-Hagius, R.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 203-204.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965310>

Ethnic Identification (Affirmation and Belonging) [Consumer-Related Scales]. (1992; 2001).

Appiah, O.; Phinney, J.S.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 205.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965311>

Ethnocentrism (CETSCALE) [Consumer-Related Scales]. (1981; 1987; 1990; 1991; 1992; 1994;
1995; 1996; 1998; 2000).

Gurhan-Canli, Z.; Parthasarathy, M.; Fornell, C.; Larcker, D.F.; Herche, J.; Herche, J.;
Engelland, B.; Klein, J.G.; Ettenson, R.; Morris, M.D.; et al.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 206-208.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965312>

Event Product Congruence (Functional) [Consumer-Related Scales]. (1999).

Gwinner, K.P.; Eaton, J.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 209.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965313>

Event Product Congruence (Image) [Consumer-Related Scales]. (1999).

Gwinner, K.P.; Eaton, J.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 210.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965314>

Event/Sponsor Congruence [Consumer-Related Scales]. (2000).

Speed, R.; Thompson, P.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 211.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965315>

Exploratory Consumer Tendencies (Optimum Stimulation Levels) [Consumer-Related Scales].
(1980; 1995; 1996; 1999; 2000; 2001).

Baumgartner, H.; Steenkamp, J.E.M.; Ganesh, J.; Arnold, M.J.; Reynolds, K.E.; Keaveny, S.M.; Parthasarathy, M.; Menon, S.; Kahn, B.E.; Raju, P.S.; et al.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 212-214.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965316>

Familiarity (Brand) [Consumer-Related Scales]. (1998).

Simonin, B.L.; Ruth, J.A.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 215-215.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965317>

Familiarity (Object) [Consumer-Related Scales]. (2000).

Roehm, M.L.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 216.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965318>

TMSS List of Compilations: https://archive.org/details/TMSS_Compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Familiarity (Product Category & Brand) [Consumer-Related Scales]. (2001).

Martin, I.M.; Stewart, D.W.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 217.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965319>

Family Communication (Concept-Oriented. Parent's View) [Consumer-Related Scales]. (1977; 1988; 1991; 1998).

Carlson, L.; Grossbart, S.; Walsh, A.; Rose, G.M.; Bush, V.D.; Kahle, L.R.; Ward, S.;
Wackman, D.B.; Wartella, E.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 219-220.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965320>

Family Communication (Socio-Oriented. Child's View) [Consumer-Related Scales]. (1984; 1998).

Mangleburg, T.F.; Bristol, T.; Moschis, G.P.; Moore, R.L.; Smith, R.B.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 221.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965321>

Family Communication (Socio-Oriented. Parent's View) [Consumer-Related Scales]. (1977; 1978; 1988; 1998; 1999).

Carlson, L.; Grossbart, S.; Moschis, G.P.; Rose, G.M.; Bush, V.D.; Kahle, L.R.; Ward, S.;
Wackman, D.B.; Wartella, E.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 222-223.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965322>

Financial Pressure (Specific Shopping Trip) [Consumer-Related Scales]. (1994; 1998).

Beatty, S.E.; Talpade, S.; Ferrell, M.E.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 224.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965323>

Friendliness [Consumer-Related Scales]. (1999).

Price, L.L.; Arnould, E.J.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 225.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965324>

Frugality [Consumer-Related Scales]. (1999).

Lastovicka, J.L.; Bettencourt, L.A.; Hughner, R.S.; Kuntze, R.J.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 226.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965325>

Goal Similarity (Brand Ideals) [Consumer-Related Scales]. (1985; 2001).

Barsalou, L.W.; Martin, I.M.; Stewart, D.W.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 227.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965326>

Goal Similarity (Product Category/Ideals) [Consumer-Related Scales]. (1985; 2001).

Barsalou, L.W.; Martin, I.M.; Stewart, D.W.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 228.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965327>

Health Behaviors (Preventive) [Consumer-Related Scales]. (1993; 1998).

Jayanti, R.K.; Burns, A.C.; Moorman, C.; Matulich, E.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 229-230.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965328>

Health Club Beliefs [Consumer-Related Scales]. (1999).

Raghubir, P.; Corfman, K.P.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 231.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965329>

Health Consciousness [Consumer-Related Scales]. (1993; 1998).

Jayanti, R.K.; Burns, A.C.; Kraft, F.B.; Goodell, P.W.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 232.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965330>

Health Knowledge [Consumer-Related Scales]. (1985; 1998).

Jayanti, R.K.; Burns, A.C.; Brucks, M.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 233.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965331>

Health Motivation [Consumer-Related Scales]. (1990; 1993; 1998).

Jayanti, R.K.; Burns, A.C.; Moorman, C.; Matulich, E.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 234-235.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965332>

Health Value [Consumer-Related Scales]. (1998).

Jayanti, R.K.; Burns, A.C.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 236.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965333>

Homophily [Consumer-Related Scales]. (1993; 1998).

Gilly, M.C.; Graham, J.; Wolfinbarger, M.F.; Yale, L.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 237.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965334>

Impulse Buying (Product Specific) [Consumer-Related Scales]. (1990; 1998).

Beatty, S.E.; Ferrell, M.E.; Jeon, J.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 238.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965335>

Impulse Buying (Trip Specific) [Consumer-Related Scales]. (1998).

Beatty, S.E.; Ferrell, M.E.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 239.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965336>

Impulse Buying Tendency [Consumer-Related Scales]. (1993; 1996; 1997; 1998).

Burton, S.; Lichtenstein, D.R.; Netemeyer, R.G.; Garretson, J.A.; Weun, S.; Jones, M.A.;

Ferrell, M.E.; Martin, W.K.; Beatty, S.E.; Mick, D.G.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 240-241.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965337>

Impulse Buying Tendency [Consumer-Related Scales]. (1996; 1999).

Donthu, N.; Garcia, A.; Gilliland, D.I.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 242.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965338>

Impulsivity [Consumer-Related Scales]. (1996; 1999).

Puri, R.; Shiv, B.; Fedorikhin, A.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 243.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965339>

Independence (Child from Parent) [Consumer-Related Scales]. (1975; 1999).

Rose, G.M.; Schaefer, E.S.; Finkelstein, N.W.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 244.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965340>

Independence Interdependence [Consumer-Related Scales]. (1994; 1998; 2000; 2001).

Lee, A.Y.; Aaker, J.L.; Williams, P.; Singelis, T.M.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 245-247.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965341>

Indexicality (Corporal) [Consumer-Related Scales]. (2000).

Grayson, K.; Shulman, D.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 248.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965342>

Indexicality (Temporal) [Consumer-Related Scales]. (2000).

Grayson, K.; Shulman, D.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 249.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965343>

Innovativeness (General) [Consumer-Related Scales]. (1996; 1999).

Donthu, N.; Garcia, A.; Gilliland, D.I.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 250.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965344>

Innovativeness (Product Purchase) [Consumer-Related Scales]. (1971; 1976; 2001).

Ailawadi, K.L.; Neslin, S.A.; Gedenk, K.; Darden, W.R.; Perreault Jr, W.D.; Wells, W.D.; Tigert, D.J.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 251.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965345>

Innovativeness (Product Specific) [Consumer-Related Scales]. (1991; 2001).

Goldsmith, R.E.; Hofacker, C.F.; Klink, R.R.; Smith, D.C.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 252.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965346>

Intention to Support a Theater [Consumer-Related Scales]. (1999).

Garbarino, E.; Johnson, M.S.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 253.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965347>

Intergenerational Communication (Preferences) [Consumer-Related Scales]. (1992; 2000).
Childers, T.L.; Rao, A.R.; Viswanathan, M.; Moore, E.S.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 254-255.
FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965348>

Intergenerational Communication (Skills) [Consumer-Related Scales]. (1992; 2000).
Childers, T.L.; Rao, A.R.; Viswanathan, M.; Moore, E.S.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 256-257.
FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965349>

Internet Services Adoption (Financial & Information) [Consumer-Related Scales]. (1999).
Lin, C.A.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 258.
FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965350>

Internet Services Adoption (Infotainment) [Consumer-Related Scales]. (1999).
Lin, C.A.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 259.
FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965351>

Internet Services Adoption (Ordering) [Consumer-Related Scales]. (1999).
Lin, C.A.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 260.
FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965352>

Internet Shopping (Convenience) [Consumer-Related Scales]. (2000).
Szymanski, D.M.; Hise, R.I.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 261.
FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965353>

Internet Shopping (Site Design) [Consumer-Related Scales]. (2000).

Szymanski, D.M.; Hise, R.I.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 262.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965354>

Internet Shopping Experience [Consumer-Related Scales]. (1981; 2001).

Fornell, C.; Larcker, D.F.; Shim, S.; Eastlick, M.A.; Lotz, S.; Warrington, P.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 263.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965355>

Internet Usage (Economic Motivation) [Consumer-Related Scales]. (1999).

Korgaonkar, P.K.; Wolin, L.D.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 264.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965356>

Internet Usage (Entertainment Motivation) [Consumer-Related Scales]. (1999).

Lin, C.A.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 265.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965357>

Internet Usage (Escape Motivation) [Consumer-Related Scales]. (1999).

Korgaonkar, P.K.; Wolin, L.D.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 266-267.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965358>

Internet Usage (Escape Motivation) [Consumer-Related Scales]. (1999).

Lin, C.A.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 268.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965359>

Internet Usage (Financial Security Concerns) [Consumer-Related Scales]. (1999).

Korgaonkar, P.K.; Wolin, L.D.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 269.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965360>

Internet Usage (Information Motivation) [Consumer-Related Scales]. (1999).

Korgaonkar, P.K.; Wolin, L.D.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 270.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965361>

Internet Usage (Information Motivation) [Consumer-Related Scales]. (1999).

Lin, C.A.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 271.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965362>

Internet Usage (Interactive Control Motivation) [Consumer-Related Scales]. (1999).

Korgaonkar, P.K.; Wolin, L.D.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 272.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965363>

Internet Usage (Privacy Concerns) [Consumer-Related Scales]. (1999).

Korgaonkar, P.K.; Wolin, L.D.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 273.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965364>

Internet Usage (Privacy Concerns) [Consumer-Related Scales]. (1999).

Sheehan, K.B.; Hoy, M.G.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 274-275.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965365>

Internet Usage (Socialization Motivation) [Consumer-Related Scales]. (1999).

Korgaonkar, P.K.; Wolin, L.D.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 276.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965366>

Internet Usage Intention (Information) [Consumer-Related Scales]. (2001).

Shim, S.; Eastlick, M.A.; Lotz, S.; Warrington, P.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 277.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965367>

Internet Usage Intention (Purchase) [Consumer-Related Scales]. (2001).

Shim, S.; Eastlick, M.A.; Lotz, S.; Warrington, P.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 278.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965368>

Involvement (Brand) [Consumer-Related Scales]. (1999).

Kirmani, A.; Sood, S.; Bridges, S.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 279.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965369>

Involvement (Cents-Off Offers) [Consumer-Related Scales]. (1990; 1995; 1997; 1998).

Burton, S.; Lichtenstein, D.R.; Netemeyer, R.G.; Garretson, J.A.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 280-281.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965370>

Involvement (Coupons) [Consumer-Related Scales]. (1990; 1993; 1995; 1997; 1998; 1999).

Bawa, K.; Srinivasan, S.S.; Srivastava, R.K.; Burton, S.; Lichtenstein, D.R.; Netemeyer, R.G.;

Garretson, J.A.; Lastovicka, J.L.; Bettencourt, L.A.; Hughner, R.S.; et al.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 282-283.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965371>

Involvement (Ego with Service Provider) [Consumer-Related Scales]. (2000).

Ganesh, J.; Arnold, M.J.; Reynolds, K.E.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 284.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965372>

Involvement (End-of-Aisle Displays) [Consumer-Related Scales]. (1990; 1995; 1997; 1998).

Burton, S.; Lichtenstein, D.R.; Netemeyer, R.G.; Garretson, J.A.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 285-286.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965373>

Involvement (Enduring) [Consumer-Related Scales]. (1985; 1987; 1990; 1991; 1992; 1994; 1996).

Houston, M.B.; Walker, B.A.; Lord, K.R.; Lee, M.; Sauer, P.L.; Maheswaran, D.; Meyers-Levy, J.; McQuarrie, E.F.; Munson, J.M.; Mick, D.G.; et al.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 287-290.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965374>

Involvement (Event) [Consumer-Related Scales]. (2000).

Speed, R.; Thompson, P.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 291.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965375>

Involvement (Movie Watching) [Consumer-Related Scales]. (1991; 1999).

Goldsmith, R.E.; Hofacker, C.F.; Neelamegham, R.; Dipak, J.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 292.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965376>

Involvement (Online Services) [Consumer-Related Scales]. (1988; 2001).

Zinkhan, G.M.; Locander, W.; Keaveny, S.M.; Parthasarathy, M.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 293.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965377>

TMSS List of Compilations: https://archive.org/details/TMSS_Compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Involvement (Premiums) [Consumer-Related Scales]. (1990; 1995; 1997; 1998).

Burton, S.; Lichtenstein, D.R.; Netemeyer, R.G.; Garretson, J.A.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 294-295.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965378>

Involvement (Product Class) [Consumer-Related Scales]. (1988; 1989; 1994; 1996; 2001).

Beatty, S.E.; Talpade, S.; Flynn, L.R.; Goldsmith, R.E.; Eastman, J.K.; Kopalle, P.K.;

Lichtenstein, D.R.; Mittal, B.; Lee, M.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 296-297.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965379>

Involvement (Product Class) [Consumer-Related Scales]. (2001).

De Wulf, K.; Odekerken-Schroder, G.; Iacobucci, D.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 298.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965380>

Involvement (Product) [Consumer-Related Scales]. (2001).

Cho, C.; Lee, J.; Tharp, M.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 299.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965381>

Involvement (Promotional Games) [Consumer-Related Scales]. (1990; 1995; 1997; 1998).

Burton, S.; Lichtenstein, D.R.; Netemeyer, R.G.; Garretson, J.A.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 300-301.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965382>

Involvement (Purchase of Bank Services) [Consumer-Related Scales]. (2000).

Ganesh, J.; Arnold, M.J.; Reynolds, K.E.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 302.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965383>

TMSS List of Compilations: https://archive.org/details/TMSS_Compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Involvement (Rebates) [Consumer-Related Scales]. (1990; 1995; 1998).

Burton, S.; Lichtenstein, D.R.; Netemeyer, R.G.; Garretson, J.A.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 303-304.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965384>

Involvement (Sales Promotion Deals) [Consumer-Related Scales]. (1990; 1995; 1998; 2001).

Baumgartner, H.; Steenkamp, J.E.M.; Burton, S.; Lichtenstein, D.R.; Netemeyer, R.G.;
Garretson, J.A.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 305-306.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965385>

Involvement (Sales) [Consumer-Related Scales]. (1990; 1993; 1995; 1997; 1999).

Burton, S.; Lichtenstein, D.R.; Netemeyer, R.G.; Ridgway, N.M.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 307-308.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965386>

Involvement (Situational) [Consumer-Related Scales]. (1985; 1990; 1996; 1999).

Houston, M.B.; Walker, B.A.; Lichtenstein, D.R.; Netemeyer, R.G.; Burton, S.; Mantel, S.P.;
Kardes, F.R.; Zaichowsky, J.L.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 309-310.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965387>

Involvement (Special Possession) [Consumer-Related Scales]. (2000).

Grayson, K.; Shulman, D.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 311.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965388>

Involvement (Study) [Consumer-Related Scales]. (2000).

Li, F.; Miniard, P.W.; Barone, M.J.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 312.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965389>

Involvement (Two-For-One Deals) [Consumer-Related Scales]. (1990; 1995; 1997; 1998).

Burton, S.; Lichtenstein, D.R.; Netemeyer, R.G.; Garretson, J.A.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 313-314.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965390>

Justice (Accessibility) [Consumer-Related Scales]. (1998).

Tax, S.S.; Brown, S.W.; Chandrashekar, M.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 315.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965391>

Justice (Decision Control) [Consumer-Related Scales]. (1998).

Tax, S.S.; Brown, S.W.; Chandrashekar, M.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 316.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965392>

Justice (Distributive) [Consumer-Related Scales]. (1993; 1998; 1999).

Smith, A.K.; Bolton, R.N.; Wagner, J.; Tax, S.S.; Brown, S.W.; Chandrashekar, M.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 317.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965393>

Justice (Effort) [Consumer-Related Scales]. (1998).

Tax, S.S.; Brown, S.W.; Chandrashekar, M.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 318.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965394>

Justice (Empathy) [Consumer-Related Scales]. (1998).

Tax, S.S.; Brown, S.W.; Chandrashekar, M.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 319.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965395>

Justice (Explanation) [Consumer-Related Scales]. (1998).

Tax, S.S.; Brown, S.W.; Chandrashekar, M.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 320.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965396>

Justice (Flexibility) [Consumer-Related Scales]. (1998).

Tax, S.S.; Brown, S.W.; Chandrashekar, M.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 321.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965397>

Justice (Honesty) [Consumer-Related Scales]. (1998).

Tax, S.S.; Brown, S.W.; Chandrashekar, M.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 322.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965398>

Justice (Interactional) [Consumer-Related Scales]. (1993; 1999).

Smith, A.K.; Bolton, R.N.; Wagner, J.; Tax, S.S.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 323.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965399>

Justice (Politeness) [Consumer-Related Scales]. (1998).

Tax, S.S.; Brown, S.W.; Chandrashekar, M.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 324.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965400>

Justice (Process Control) [Consumer-Related Scales]. (1998).

Tax, S.S.; Brown, S.W.; Chandrashekar, M.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 325.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965401>

Justice (Speed) [Consumer-Related Scales]. (1998).

Tax, S.S.; Brown, S.W.; Chandrashekar, M.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 326.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965402>

Knowledge (Cars) [Consumer-Related Scales]. (1987; 1991; 1995; 2000).

Bottomley, P.A.; Doyle, J.R.; Green, R.H.; Sambandam, R.; Lord, K.R.; Srinivasan, N.;

Ratchford, B.T.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 327-328.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965403>

Knowledge (Cars) [Consumer-Related Scales]. (1981; 1985; 2001).

Brucks, M.; Kopalle, P.K.; Mason, K.; Jensen, T.D.; Burton, S.; Roach, D.; Park, C.W.; Lessig, V.P.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 329-330.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965404>

Knowledge (Marketplace) [Consumer-Related Scales]. (1998).

Mangleburg, T.F.; Bristol, T.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 331.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965405>

Knowledge (Product Classes) [Consumer-Related Scales]. (2001).

Bearden, W.O.; Hardesty, D.M.; Rose, R.L.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 332.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965406>

TMSS List of Compilations: https://archive.org/details/TMSS_Compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Knowledge (Product Classes) [Consumer-Related Scales]. (2001).

Mukherjee, A.; Hoyer, W.D.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 333.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965407>

Knowledge (Product) [Consumer-Related Scales]. (2001).

Roehm, M.L.; Sternthal, B.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 334.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965408>

Language Proficiency [Consumer-Related Scales]. (1981; 1992; 1997; 2001).

Clark, J.; Liu, H.; Bates, E.; Li, P.; Luna, D.; Peracchio, L.A.; MacIntyre, P.D.; Noels, K.A.;
Clement, R.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 335-336.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965409>

Legitimation [Consumer-Related Scales]. (1994; 1999).

Elsbach, K.D.; Handelman, J.M.; Arnold, S.J.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 337.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965410>

Loyalty (Active) [Consumer-Related Scales]. (2000).

Ganesh, J.; Arnold, M.J.; Reynolds, K.E.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 338.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965411>

Loyalty (Brand) [Consumer-Related Scales]. (2001).

Sen, S.; Gurhan-Canli, Z.; Morwitz, V.G.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 339.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965412>

TMSS List of Compilations: https://archive.org/details/TMSS_Compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Loyalty (Passive) [Consumer-Related Scales]. (2000).

Ganesh, J.; Arnold, M.J.; Reynolds, K.E.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 340.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965413>

Loyalty (Product) [Consumer-Related Scales]. (1996; 2000).

Baumgartner, H.; Steenkamp, J.E.M.; Campo, K.; Gijsbrechts, E.; Nisol, P.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 341.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965414>

Loyalty (Store) [Consumer-Related Scales]. (1987; 1996; 1999).

Higie, R.A.; Feick, L.F.; Price, L.L.; Reynolds, K.E.; Beatty, S.E.; Mayer, M.L.; Coleman, J.E.;
Lee, J.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 342.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965415>

Loyalty (Store) [Consumer-Related Scales]. (1996; 2000).

Baumgartner, H.; Steenkamp, J.E.M.; Campo, K.; Gijsbrechts, E.; Nisol, P.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 343.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965416>

Loyalty (Store) [Consumer-Related Scales]. (2001).

Ailawadi, K.L.; Neslin, S.A.; Gedenk, K.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 344.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965417>

Loyalty (Store) [Consumer-Related Scales]. (2001).

De Wulf, K.; Odekerken-Schroder, G.; Iacobucci, D.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 345.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965418>

TMSS List of Compilations: https://archive.org/details/TMSS_Compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Loyalty Intentions (Supermarket Merchandise) [Consumer-Related Scales]. (1998).

Sirohi, N.; McLaughlin, E.M.; Wittink, D.R.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 346.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965419>

Loyalty Proneness (Brand) [Consumer-Related Scales]. (2001).

Ailawadi, K.L.; Neslin, S.A.; Gedenk, K.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 347.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965420>

Loyalty Proneness (Product) [Consumer-Related Scales]. (1980; 1990; 1998).

Burton, S.; Lichtenstein, D.R.; Netemeyer, R.G.; Garretson, J.A.; Raju, P.S.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 348.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965421>

Loyalty Proneness (Retail) [Consumer-Related Scales]. (2001).

De Wulf, K.; Odekerken-Schroder, G.; Iacobucci, D.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 349.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965422>

Market Maen [Consumer-Related Scales]. (1987; 2001).

Ailawadi, K.L.; Neslin, S.A.; Gedenk, K.; Feick, L.F.; Price, L.L.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 350.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965423>

Marketplace Activism (Direct) [Consumer-Related Scales]. (1978; 1981; 1984; 1998).

Day, R.L.; Bodur, M.; Gronhaug, K.; Zaltman, G.; Moorman, C.; Warland, R.H.; Herrmann, R.D.; Moore, D.E.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 351.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965424>

TMSS List of Compilations: https://archive.org/details/TMSS_Compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Materialism [Consumer-Related Scales]. (1985; 1987; 1992; 1998).

Belk, R.W.; Richins, M.L.; Dawson, S.; Sirgy, M.J.; Lee, D.; Kosenko, R.; Meadow, H.L.; Rahtz, D.R.; Cicic, M.; Xi Jin, G.; et al.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 352.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965425>

Mood (Global) [Consumer-Related Scales]. (1983; 1993; 1996; 1999; 2000).

Barone, M.J.; Miniard, P.W.; Romeo, J.B.; Lee, A.Y.; Sternthal, B.; Peterson, R.; Sauber, M.; Pham, M.T.; Swinyard, W.R.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 353-354.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965426>

Mood (Global) [Consumer-Related Scales]. (1994; 2001).

Adaval, R.; Penner, L.A.; Shiffman, S.; Paty, J.A.; Fritzsche, B.A.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 355.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965427>

National Brand Promotion Usage (In-Store) [Consumer-Related Scales]. (2001).

Ailawadi, K.L.; Neslin, S.A.; Gedenk, K.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 356.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965428>

National Brand Promotion Usage (Out-of-Store) [Consumer-Related Scales]. (2001).

Ailawadi, K.L.; Neslin, S.A.; Gedenk, K.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 357.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965429>

Navigation of Technology Assisted Shopping [Consumer-Related Scales]. (2001).

Childers, T.L.; Carr, C.L.; Peck, J.; Carson, S.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 358.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965430>

Need for Cognition [Consumer-Related Scales]. (1982; 1984; 1990; 1996; 1998; 1999; 2001).

Ailawadi, K.L.; Neslin, S.A.; Gedenk, K.; Cacioppo, J.T.; Petty, R.E.; Kao, C.; Batra, R.;

Stayman, D.; Manning, K.C.; Sprott, D.E.; et al.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 359-361.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965431>

Need For Evaluation [Consumer-Related Scales]. (1960; 1988; 2001).

Crowne, D.P.; Marlowe, D.; Fennis, B.M.; Bakker, A.B.; Paulhus, D.L.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 362-363.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965432>

Need for Unique Products [Consumer-Related Scales]. (1997; 2001).

Lynn, M.; Harris, J.; Tian, K.T.; Bearden, W.O.; Hunter, G.L.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 364.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965433>

Need for Uniqueness (Consumer's) [Consumer-Related Scales]. (2001).

Tian, K.T.; Bearden, W.O.; Hunter, G.L.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 365-366.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965434>

Need for Uniqueness (General) [Consumer-Related Scales]. (1977; 1980; 2000; 2001).

Ariedy, D.; Levav, J.; Simonson, I.; Nowlis, S.M.; Snyder, C.R.; Fromkin, H.L.; Tian, K.T.;

Bearden, W.O.; Hunter, G.L.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 367-369.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965435>

TMSS List of Compilations: https://archive.org/details/TMSS_Compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Nostalgia Proneness [Consumer-Related Scales]. (1993; 1994; 1999; 2001).

Baumgartner, H.; Steenkamp, J.E.M.; Holbrook, M.B.; Schindler, R.M.; ter Hofstede, F.; Wedel, M.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4. Chicago, IL: American Marketing Association

Page(s) 370.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965436>

Nurturance (Parental) [Consumer-Related Scales]. (1965; 1982; 1988; 1999; 2001).

Block, J.H.; Carlson, L.; Grossbart, S.; Laczniak, R.N.; Walsh, A.; Rickel, A.; Biasatti, L.L.; Rose, G.M.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4. Chicago, IL: American Marketing Association

Page(s) 371-372.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965437>

Nutrition Information Interest [Consumer-Related Scales]. (1990; 1998; 2001).

Andrews, J.C.; Netemeyer, R.G.; Burton, S.; Moorman, C.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4. Chicago, IL: American Marketing Association

Page(s) 373.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965438>

Nutrition Information Usage [Consumer-Related Scales]. (1990; 1999).

Burton, S.; Garretson, J.A.; Velliquette, A.M.; Moorman, C.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4. Chicago, IL: American Marketing Association

Page(s) 374.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965439>

Nutrition Information Usage [Consumer-Related Scales]. (1998).

Moorman, C.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4. Chicago, IL: American Marketing Association

Page(s) 375.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965440>

Nutrition Knowledge (Objective) [Consumer-Related Scales]. (1998; 1999; 2001).

Andrews, J.C.; Netemeyer, R.G.; Burton, S.; Garretson, J.A.; Velliquette, A.M.;
Diamantopoulos, A.; Winklhofer, H.M.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 376-379.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965441>

Nutrition Knowledge (Subjective) [Consumer-Related Scales]. (1999).

Burton, S.; Garretson, J.A.; Velliquette, A.M.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 380.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965442>

Obedience Expectations For Kids at School [Consumer-Related Scales]. (1971; 1988; 1998;
1999; 2001).

Baumrind, D.; Carlson, L.; Grossbart, S.; Lacznia, R.N.; Walsh, A.; Rose, G.M.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 381-382.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965443>

Obedience Expectations For Kids at School [Consumer-Related Scales]. (1971; 1988; 1998;
1999; 2001).

Baumrind, D.; Carlson, L.; Grossbart, S.; Lacznia, R.N.; Walsh, A.; Rose, G.M.; Walsh, A.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 381-382.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965444>

Occupation Estimates [Consumer-Related Scales]. (1987; 1998).

Diamantopoulos, A.; Winklhofer, H.M.; Shapiro, M.A.; Shrum, L.J.; Wyer, R.S.; O'Guinn, T.C.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 383-384.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965445>

Opinion Leadership (Domain Specific) [Consumer-Related Scales]. (1961; 1962; 1970; 1983; 1986; 1994; 1996;).

Childers, T.L.; Davis, D.L.; Rubin, R.S.; Flynn, L.R.; Goldsmith, R.E.; Eastman, J.K.; King Jr, C.W.; Summers, J.O.; Rogers, E.M.; Cartano, D.G.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4. Chicago, IL: American Marketing Association

Page(s) 385-387.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965446>

Outshopping [Consumer-Related Scales]. (1998).

Wakefield, K.L.; Baker, J.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4. Chicago, IL: American Marketing Association

Page(s) 388.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965447>

Parent-Adolescent Communication (Openness) [Consumer-Related Scales]. (1982; 1990; 1998).

Barnes, H.L.; Olson, D.H.; Masselam, V.S.; Marcus, R.F.; Stunkard, C.L.; Palan, K.M.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4. Chicago, IL: American Marketing Association

Page(s) 389-390.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965448>

Parent-Adolescent Communication (Problems) [Consumer-Related Scales]. (1982; 1990; 1998).

Barnes, H.L.; Olson, D.H.; Masselam, V.S.; Marcus, R.F.; Stunkard, C.L.; Palan, K.M.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4. Chicago, IL: American Marketing Association

Page(s) 391-392.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965449>

Parental Exclusion of Outside Influences [Consumer-Related Scales]. (1958; 1988; 1999).

Carlson, L.; Grossbart, S.; Rose, G.M.; Schaefer, E.S.; Bell, R.Q.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4. Chicago, IL: American Marketing Association

Page(s) 393.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965450>

Parental Style (Authoritarian) [Consumer-Related Scales]. (1971; 1988; 1998; 2001).
Baumrind, D.; Carlson, L.; Grossbart, S.; Laczniak, R.N.; Walsh, A.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 394-395.
FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965451>

Parental Style (Protective) [Consumer-Related Scales]. (1958; 1988; 1999).
Carlson, L.; Grossbart, S.; Rose, G.M.; Schaefer, E.S.; Bell, R.Q.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 396.
FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965452>

Parental Style (Strict) [Consumer-Related Scales]. (1958; 1988; 1998; 1999; 2001).
Carlson, L.; Grossbart, S.; Laczniak, R.N.; Walsh, A.; Rose, G.M.; Schaefer, E.S.; Bell, R.Q.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 397.
FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965453>

Perfectionism [Consumer-Related Scales]. (1990; 1991; 1993; 2001).
Frost, R.O.; Heimberg, R.G.; Holt, C.S.; Mattia, J.I.; Marten, P.; Lahart, C.; Rosenblate, R.;
Hewitt, P.L.; Flett, G.L.; Kopalle, P.K.; et al.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 398.
FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965454>

Performance Expectations (Prepurchase) [Consumer-Related Scales]. (1988; 1998).
Parasuraman, A.; Zeithaml, V.A.; Berry, L.L.; Voss, G.; Grewal, D.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 399.
FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965455>

Performance Perceptions (Postpurchase) [Consumer-Related Scales]. (1988; 1998).
Parasuraman, A.; Zeithaml, V.A.; Berry, L.L.; Voss, G.; Grewal, D.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 400.
FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965456>

Pleasantness [Consumer-Related Scales]. (1980; 1990; 1991; 1993; 1994; 1999).

Dawson, S.; Bloch, P.H.; Ridgway, N.M.; Mano, H.; Oliver, R.L.; Mehrabian, A.; Russell, J.A.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 401-402.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965457>

Pleasantness [Consumer-Related Scales]. (1975; 1995; 1998).

Averill, J.R.; Broach Jr, V.C.; Page Jr, T.J.; Wilson, R.D.; Ellen, P.S.; Bone, P.F.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 403-404.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965458>

Pleasure [Consumer-Related Scales]. (1981; 1992; 1994; 1998; 2000; 2001).

Aylesworth, A.B.; MacKenzie, S.B.; Bateson, John E. G.; Hui, M.K.; Donovan, R.J.; Rossiter, J.R.; Marcolyn, G.; Nesdale, A.; Wirtz, J.; Mattila, A.S.; et al.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 405-407.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965459>

Prestige Importance [Consumer-Related Scales]. (1999).

Kirmani, A.; Sood, S.; Bridges, S.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 408.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965460>

Prestigiousness [Consumer-Related Scales]. (1999).

Kirmani, A.; Sood, S.; Bridges, S.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 409.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965461>

Price (Internal Reference) [Consumer-Related Scales]. (1988; 1989; 1998).

Grewal, D.; Krishnan, R.; Baker, J.; Borin, N.; Lichtenstein, D.R.; Urbany, J.E.; Bearden, W.O.; Weilbaker, D.C.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 410.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965462>

Price (Product) [Consumer-Related Scales]. (1992; 2000).

Smith, D.C.; Park, C.W.; Yoo, B.; Donthu, N.; Lee, S.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 411.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965463>

Price Consciousness [Consumer-Related Scales]. (1971; 1976; 1983; 1985/1986; 1994; 1996; 1999;).

Barak, B.; Stem, B.; Darden, W.R.; Perreault Jr, W.D.; Dickerson, M.D.; Gentry, J.W.;
Donthu, N.; Gilliland, D.I.; Garcia, A.; Mittal, B.; et al.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 412-413.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965464>

Price Consciousness [Consumer-Related Scales]. (1988; 1998; 2001).

Baumgartner, H.; Steenkamp, J.E.M.; Huff, L.; Alden, D.L.; Lichtenstein, D.R.; Bloch, P.H.;
Black, W.C.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 414.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965465>

Price Consciousness [Consumer-Related Scales]. (1993; 1998; 1999; 2000).

Burton, S.; Lichtenstein, D.R.; Netemeyer, R.G.; Garretson, J.A.; Lastovicka, J.L.;

Bettencourt, L.A.; Hughner, R.S.; Kuntze, R.J.; Ridgway, N.M.; Manning, K.C.; et al.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 415-416.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965466>

Price Consciousness [Consumer-Related Scales]. (1971; 1976; 2001).

Ailawadi, K.L.; Neslin, S.A.; Gedenk, K.; Darden, W.R.; Perreault Jr, W.D.; Wells, W.D.;
Tigert, D.J.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 417.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965467>

Price Dealing Intensity [Consumer-Related Scales]. (2000).

Yoo, B.; Donthu, N.; Lee, S.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 418.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965468>

Price Perceptions (Postpurchase) [Consumer-Related Scales]. (1998).

Voss, G.; Parasuraman, A.; Grewal, D.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 419.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965469>

Price Perceptions (Prepurchase) [Consumer-Related Scales]. (1998).

Voss, G.; Parasuraman, A.; Grewal, D.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 420.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965470>

Price Prominence [Consumer-Related Scales]. (2000).

Miyazaki, A.D.; Sprott, D.E.; Manning, K.C.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 421-422.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965471>

Price-Quality Relationship [Consumer-Related Scales]. (1985; 1993; 1998).

Burton, S.; Lichtenstein, D.R.; Netemeyer, R.G.; Garretson, J.A.; Ridgway, N.M.; Peterson, R.A.; Wilson, W.R.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 423.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965472>

Prices (Store) [Consumer-Related Scales]. (2000).

Jain, S.; Srivastava, J.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 424.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965473>

Problem Solving Capacity (Beauty Product) [Consumer-Related Scales]. (2001).

Bower, A.B.; Landreth, S.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 425.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965474>

Product Information Relevancy [Consumer-Related Scales]. (2001).

Mason, K.; Jensen, T.D.; Burton, S.; Roach, D.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 426.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965475>

Product Innovativeness [Consumer-Related Scales]. (1971; 1996; 2001).

Moreau, C.P.; Lehmann, D.R.; Markman, A.B.; Olshavsky, R.W.; Spreng, R.A.; Robertson, T.S.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 427.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965476>

Program Liking [Consumer-Related Scales]. (1992; 1996; 1998).

Coulter, K.S.; Murry Jr, J.P.; Dacin, P.A.; Lastovicka, J.L.; Singh, S.N.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 428.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965477>

Purchase Communication (Parent-Adolescent) [Consumer-Related Scales]. (1971; 1975; 1978; 1984; 1998; 1999).

Bush, A.J.; Smith, R.; Martin, C.; Moore, R.L.; Stephens, L.F.; Moschis, G.P.; Palan, K.M.;

Ward, S.; Wackman, D.B.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 429-430.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965478>

Purchase Communication (Peer) [Consumer-Related Scales]. (1971; 1976; 1981; 1983; 1999).
Bush, Alan J.; Smith, R.; Martin, C.; Darden, W.R.; Perreault Jr, W.D.; Dickerson, M.D.;
Gentry, J.W.; Moschis, G.P.; Wells, W.D.; Tigert, D.J.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 431.
FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965479>

Purchase Frequency (Product Specific) [Consumer-Related Scales]. (2001).
Dahl, D.W.; Manchanda, R.V.; Argo, J.J.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 432.
FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965480>

Purchase Frequency (Store Brands) [Consumer-Related Scales]. (2001).
Ailawadi, K.L.; Neslin, S.A.; Gedenk, K.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 433.
FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965481>

Purchase Independence (Child from Parent) [Consumer-Related Scales]. (1988; 1999).
Carlson, L.; Grossbart, S.; Rose, G.M.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 434-435.
FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965482>

Purchase Influence (Child's) [Consumer-Related Scales]. (1979; 1988; 1991; 1999).
Carlson, L.; Grossbart, S.; Walsh, A.; Jenkins, R.L.; Rose, G.M.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 436-437.
FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965483>

Purchase Intention [Consumer-Related Scales]. (1977; 1985; 1986; 1988; 1994; 1998).
Baker, M.J.; Churchill, G.A.; Kilbourne, W.E.; Painton, S.; Ridley, D.; Neese, W.T.; Taylor,
R.D.; Okechuku, C.; Wang, G.; Perrien, J.; et al.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 438-439.
FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965484>

Purchase Intention [Consumer-Related Scales]. (1991; 1998).

Dodds, W.B.; Monroe, K.B.; Grewal, D.; Krishnan, R.; Baker, J.; Borin, N.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 440-441.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965485>

Purchase Intention [Consumer-Related Scales]. (1994; 1997; 2001).

Coyle, J.R.; Thorson, E.; Kim, T.; Biocca, F.; Putrevu, S.; Lord, K.R.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 442.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965486>

Purchase Intention [Consumer-Related Scales]. (1999).

Burton, S.; Garretson, J.A.; Velliquette, A.M.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 443.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965487>

Purchase Intention [Consumer-Related Scales]. (2001).

Bower, A.B.; Landreth, S.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 444.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965488>

Purchase Intention (Product Store) [Consumer-Related Scales]. (1981; 1991; 1999).

Dodds, W.B.; Monroe, K.B.; Grewal, D.; Fornell, C.; Larcker, D.F.; Sweeney, J.C.; Soutar, G.N.; Johnson, L.W.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 445.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965489>

Purchase Involvement (Cognitive) [Consumer-Related Scales]. (1987; 1991; 1994; 2001).

Kim, C.K.; Lord, K.R.; Putrevu, S.; Ratchford, B.T.; Shamdasani, P.N.; Stanaland, A.J.S.; Tan, J.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4. Chicago, IL: American Marketing Association

Page(s) 446.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965490>

Purchase Likelihood (Sponsor's Products) [Consumer-Related Scales]. (2000).

Speed, R.; Thompson, P.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4. Chicago, IL: American Marketing Association

Page(s) 447.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965491>

Purchase Likelihood (Upon Child's Request) [Consumer-Related Scales]. (1977; 1988; 1999).

Carlson, L.; Grossbart, S.; Rose, G.M.; Ward, S.; Wackman, D.B.; Wartella, E.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4. Chicago, IL: American Marketing Association

Page(s) 448.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965492>

Purchase Likelihood (With Child's Money) [Consumer-Related Scales]. (1977; 1988; 1999).

Carlson, L.; Grossbart, S.; Rose, G.M.; Ward, S.; Wackman, D.B.; Wartella, E.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4. Chicago, IL: American Marketing Association

Page(s) 449.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965493>

Purchase Norms (Sports Fans) [Consumer-Related Scales]. (1996; 2000).

Madrigal, R.; Terry, D.J.; Hogg, M.A.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4. Chicago, IL: American Marketing Association

Page(s) 450.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965494>

Quality (Acting) [Consumer-Related Scales]. (1999).

Garbarino, E.; Johnson, M.S.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4. Chicago, IL: American Marketing Association

Page(s) 451.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965495>

Quality (Environment) [Consumer-Related Scales]. (1974; 2001).

Fisher, J.D.; Mattila, A.S.; Wirtz, J.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 452.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965496>

Quality (Product) [Consumer-Related Scales]. (1981; 1991; 1998; 1999; 2000).

Dodds, W.B.; Monroe, K.B.; Grewal, D.; Fornell, C.; Larcker, D.F.; Krishnan, R.; Baker, J.;

Borin, N.; Sweeney, J.C.; Soutar, G.N.; et al.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 453-454.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965497>

Quality (Product) [Consumer-Related Scales]. (1999).

Buchanan, L.; Simmons, C.J.; Bickart, B.A.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 455.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965498>

Quality (Product) [Consumer-Related Scales]. (2000).

Johar, G.V.; Simmons, C.J.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 456.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965499>

Quality (Product) [Consumer-Related Scales]. (1991; 2000).

Dodds, W.B.; Monroe, K.B.; Grewal, D.; Yoo, B.; Donthu, N.; Lee, S.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 457.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965500>

Quality (Supermarket Merchandise) [Consumer-Related Scales]. (1998).

Sirohi, N.; McLaughlin, E.M.; Wittink, D.R.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 458.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965501>

Quality (TV Set) [Consumer-Related Scales]. (1999).

Rao, A.R.; Qu, L.; Ruekert, R.W.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 459.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965502>

Quality (Video Product) [Consumer-Related Scales]. (2000).

Gurhan-Canli, Z.; Maheswaran, D.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 460.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965503>

Quality Consciousness [Consumer-Related Scales]. (2001).

Ailawadi, K.L.; Neslin, S.A.; Gedenk, K.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 461.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965504>

Racial Importance [Consumer-Related Scales]. (2001).

Grier, S.A.; Deshpande, R.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 462.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965505>

Reality of Television Portrayals [Consumer-Related Scales]. (1981; 1988; 1998).

Rubin, A.M.; Perse, E.M.; Taylor, D.S.; Shrum, L.J.; Wyer, R.S.; O'Guinn, T.C.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 463.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965506>

Refusal of Child's Purchase Requests (With Explanation) [Consumer-Related Scales]. (1977; 1988; 1999).

Carlson, L.; Grossbart, S.; Rose, G.M.; Ward, S.; Wackman, D.B.; Wartella, E.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 464.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965507>

Refusal of Child's Purchase Requests (Without Explanation) [Consumer-Related Scales]. (1977; 1988; 1999).

Carlson, L.; Grossbart, S.; Rose, G.M.; Ward, S.; Wackman, D.B.; Wartella, E.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4. Chicago, IL: American Marketing Association

Page(s) 465.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965508>

Regret [Consumer-Related Scales]. (2000).

Tsiros, M.; Mittal, V.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4. Chicago, IL: American Marketing Association

Page(s) 466.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965509>

Relational Benefits (Confidence) [Consumer-Related Scales]. (1998).

Gwinner, K.P.; Gremler, D.D.; Bitner, M.J.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4. Chicago, IL: American Marketing Association

Page(s) 467.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965510>

Relational Benefits (Functional) [Consumer-Related Scales]. (1999).

Reynolds, R.F.; Beatty, S.E.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4. Chicago, IL: American Marketing Association

Page(s) 468.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965511>

Relational Benefits (Social) [Consumer-Related Scales]. (1998).

Gwinner, K.P.; Gremler, D.D.; Bitner, M.J.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4. Chicago, IL: American Marketing Association

Page(s) 469.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965512>

Relational Benefits (Social) [Consumer-Related Scales]. (1999).

Reynolds, R.F.; Beatty, S.E.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4. Chicago, IL: American Marketing Association

Page(s) 470.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965513>

Relational Benefits (Social) [Consumer-Related Scales]. (1995; 1998; 2000).

Gremler, D.D.; Gwinner, K.P.; Bitner, M.J.; Jones, M.A.; Mothersbaugh, D.L.; Beatty, S.E.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 471.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965514>

Relational Benefits (Special Treatment) [Consumer-Related Scales]. (1998).

Gwinner, K.P.; Gremler, D.D.; Bitner, M.J.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 472.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965515>

Relationship Investment (Commercial Friendship) [Consumer-Related Scales]. (2001).

De Wulf, K.; Odekerken-Schroder, G.; Iacobucci, D.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 473.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965516>

Relationship Investment (Overall) [Consumer-Related Scales]. (2001).

De Wulf, K.; Odekerken-Schroder, G.; Iacobucci, D.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 474.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965517>

Relationship Investment (Preferential Treatment) [Consumer-Related Scales]. (2001).

De Wulf, K.; Odekerken-Schroder, G.; Iacobucci, D.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 475.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965518>

Relationship Investment (Tangible Rewards) [Consumer-Related Scales]. (2001).

De Wulf, K.; Odekerken-Schroder, G.; Iacobucci, D.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 476.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965519>

Relative Prices (Supermarket Merchandise) [Consumer-Related Scales]. (1986; 1998).

Conover, J.N.; Sirohi, N.; McLaughlin, E.M.; Wittink, D.R.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 477.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965520>

Reliability of Theater Productions [Consumer-Related Scales]. (1999).

Garbarino, E.; Johnson, M.S.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 478.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965521>

Reliance on Internal Reference Price [Consumer-Related Scales]. (1998).

Burton, S.; Lichtenstein, D.R.; Netemeyer, R.G.; Garretson, J.A.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 479.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965522>

Repatronage Intention [Consumer-Related Scales]. (2000).

Bolton, R.N.; Kannan, P.K.; Bramlett, M.D.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 480.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965523>

Response Difficulty [Consumer-Related Scales]. (1995; 1998).

Menon, G.; Raghubir, P.; Schwarz, N.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 481.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965524>

Restriction of TV Viewing [Consumer-Related Scales]. (1977; 1988; 1998; 1999).

Carlson, L.; Grossbart, S.; Rose, G.M.; Bush, V.D.; Kahle, L.R.; Ward, S.; Wackman, D.B.;

Wartella, E.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 482.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965525>

Retailer's Institutional Action (Contribution to Community) [Consumer-Related Scales]. (1999).

Handelman, J.M.; Arnold, S.J.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4. Chicago, IL: American Marketing Association

Page(s) 483.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965526>

Retailer's Institutional Action (Family Values) [Consumer-Related Scales]. (1999).

Handelman, J.M.; Arnold, S.J.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4. Chicago, IL: American Marketing Association

Page(s) 484.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965527>

Retailer's Institutional Action (Support for Country) [Consumer-Related Scales]. (1999).

Handelman, J.M.; Arnold, S.J.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4. Chicago, IL: American Marketing Association

Page(s) 485.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965528>

Retailer's Performative Action (Assortment) [Consumer-Related Scales]. (1999).

Handelman, J.M.; Arnold, S.J.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4. Chicago, IL: American Marketing Association

Page(s) 486.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965529>

Retailer's Performative Action (Location) [Consumer-Related Scales]. (1999).

Handelman, J.M.; Arnold, S.J.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4. Chicago, IL: American Marketing Association

Page(s) 487.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965530>

Retailer's Performative Action (Prices) [Consumer-Related Scales]. (1999).

Handelman, J.M.; Arnold, S.J.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4. Chicago, IL: American Marketing Association

Page(s) 488.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965531>

Risk (General) [Consumer-Related Scales]. (1960; 1967; 1971; 2001).

Bauer, R.A.; Campbell, M.C.; Goodstein, R.C.; Cox, D.F.; Roselius, T.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 489.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965532>

Risk (General) [Consumer-Related Scales]. (1960; 1967; 1971; 1994; 2001).

Bauer, R.A.; Cox, D.; Cox, A.D.; Cox, D.F.; Roselius, T.; Dowling, G.R.; Staelin, R.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 490.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965533>

Risk Averseness [Consumer-Related Scales]. (1996; 1999).

Donthu, N.; Garcia, A.; Gilliland, D.I.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 491.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965534>

Risk Averseness [Consumer-Related Scales]. (1998).

Burton, S.; Lichtenstein, D.R.; Netemeyer, R.G.; Garretson, J.A.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 492.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965535>

Role Overload [Consumer-Related Scales]. (1982; 1986; 1991; 1999).

Bellizzi, J.A.; Hite, R.E.; Kaufman, C.F.; Lane, P.M.; Lindquist, J.D.; Reilly, M.D.; Reynolds, K.E.; Beatty, S.E.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 493-494.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965536>

Sacrifice [Consumer-Related Scales]. (1981; 2000).

Cronin Jr, J.J.; Brady, M.K.; Holt, G.T.M.; Fornell, C.; Larcker, D.F.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 495.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965537>

Satisfaction (Answering Questions) [Consumer-Related Scales]. (1996; 1998).

Fitzsimons, G.J.; Huffman, C.; Kahn, B.E.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 496.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965538>

Satisfaction (Anticipated) [Consumer-Related Scales]. (2000).

Shiv, B.; Huber, J.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 497.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965539>

Satisfaction (Complaint Handling) [Consumer-Related Scales]. (1998).

Tax, S.S.; Brown, S.W.; Chandrashekar, M.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 498.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965540>

Satisfaction (Consumption) [Consumer-Related Scales]. (1996; 1998).

Fitzsimons, G.J.; Huffman, C.; Kahn, B.E.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 499.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965541>

Satisfaction (Decision) [Consumer-Related Scales]. (1997; 2000).

Fitzsimons, G.J.; Greenleaf, E.A.; Lehmann, D.R.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 500.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965542>

Satisfaction (Emotional) [Consumer-Related Scales]. (1977; 1991; 2000).

Cronin Jr, J.J.; Brady, M.K.; Holt, G.T.M.; Izard, C.E.; Westbrook, R.A.; Oliver, R.L.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 501-502.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965543>

Satisfaction (Evaluative) [Consumer-Related Scales]. (1997; 2000).

Cronin Jr, J.J.; Brady, M.K.; Holt, G.T.M.; Oliver, R.L.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 503.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965544>

Satisfaction (General) [Consumer-Related Scales]. (1981; 1989; 1991; 1993; 1997; 2001).

Mano, H.; Oliver, R.L.; Mattila, A.S.; Wirtz, J.; Rust, R.T.; Varki, S.; Swan, J.E.; Westbrook, R.A.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 504-505.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965545>

Satisfaction (General) [Consumer-Related Scales]. (1981; 1989; 1991; 1994; 1999; 2000).

Ganesan, S.; Jones, M.A.; Mothersbaugh, D.L.; Beatty, S.E.; Oliver, R.L.; Swan, J.E.; Price, L.L.; Arnould, E.J.; Reynolds, K.E.; Westbrook, R.A.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 506-507.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965546>

Satisfaction (General) [Consumer-Related Scales]. (1981; 2000).

Fornell, C.; Larcker, D.F.; Wirtz, J.; Mattila, A.S.; Tan, R.L.P.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 508.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965547>

Satisfaction (Life) [Consumer-Related Scales]. (1976; 1992; 1998).

Andrews, F.M.; Whitney, S.B.; Meadow, H.L.; Mentzer, J.I.; Rahtz, D.R.; Sirgy, M.J.; Lee, D.;

Kosenko, R.; Cicic, M.; Xi Jin, G.; et al.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 509-510.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965548>

Satisfaction (Performance) [Consumer-Related Scales]. (2000).

Tsiros, M.; Mittal, V.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 511.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965549>

Satisfaction (Relationship) [Consumer-Related Scales]. (2001).

De Wulf, K.; Odekerken-Schroder, G.; Iacobucci, D.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 512.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965550>

Satisfaction (Sales Process) [Consumer-Related Scales]. (2000).

Evans, K.R.; Kleine III, R.E.; Landry, T.D.; Crosby, L.A.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 513.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965551>

Satisfaction (Service Dimensions) [Consumer-Related Scales]. (2001).

Ofir, C.; Simonson, I.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 514.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965552>

Satisfaction (Service Provider's Location) [Consumer-Related Scales]. (1993; 2000).

Ganesh, J.; Arnold, M.J.; Reynolds, K.E.; Rust, R.T.; Zahorik, A.J.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 515.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965553>

Satisfaction (Service Provider's Personnel) [Consumer-Related Scales]. (1993; 2000).

Ganesh, J.; Arnold, M.J.; Reynolds, K.E.; Rust, R.T.; Zahorik, A.J.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 516.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965554>

Satisfaction (Service) [Consumer-Related Scales]. (1998).

Voss, G.; Parasuraman, A.; Grewal, D.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 517.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965555>

Satisfaction (Service) [Consumer-Related Scales]. (2001).

Keaveny, S.M.; Parthasarathy, M.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 518.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965556>

Satisfaction (Service) [Consumer-Related Scales]. (2001).

Ofir, C.; Simonson, I.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 519.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965557>

Satisfaction (Transaction Ease with Service Provider) [Consumer-Related Scales]. (1993; 2000).

Ganesh, J.; Arnold, M.J.; Reynolds, K.E.; Rust, R.T.; Zahorik, A.J.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 520.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965558>

Search Intention (External) [Consumer-Related Scales]. (1981; 1998; 2000).

Della Bitta, A.J.; Monroe, K.B.; McGinnis, J.M.; Grewal, D.; Moon, Y.; Krishnan, R.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 521.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965559>

Self-Concept Clarity [Consumer-Related Scales]. (1996; 2001).

Campbell, J.D.; Trapnell, P.D.; Heine, S.J.; Katz, I.M.; Lavalley, L.F.; Lehman, D.R.; Tian, K.T.;

Bearden, W.O.; Hunter, G.L.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 522-523.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965560>

TMSS List of Compilations: https://archive.org/details/TMSS_Compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Self-Confidence (Clothes Shopping) [Consumer-Related Scales]. (1999).

Reynolds, K.E.; Beatty, S.E.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 524.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965561>

Self-Confidence (Express Opinions) [Consumer-Related Scales]. (2001).

Bearden, W.O.; Hardesty, D.M.; Rose, R.L.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 525.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965562>

Self-Confidence (Information Acquisition) [Consumer-Related Scales]. (2001).

Bearden, W.O.; Hardesty, D.M.; Rose, R.L.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 526.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965563>

Self-Confidence (Information Processing) [Consumer-Related Scales]. (1975; 2001).

Bearden, W.O.; Hardesty, D.M.; Rose, R.L.; Wright, P.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 527.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965564>

Self-Confidence (Personal Outcomes) [Consumer-Related Scales]. (2001).

Bearden, W.O.; Hardesty, D.M.; Rose, R.L.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 528.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965565>

Self-Confidence (Persuasion Knowledge) [Consumer-Related Scales]. (2001).

Bearden, W.O.; Hardesty, D.M.; Rose, R.L.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 529.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965566>

Self-Confidence (Product Selection) [Consumer-Related Scales]. (2001).

Bearden, W.O.; Hardesty, D.M.; Rose, R.L.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 530.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965567>

Self-Confidence (Social Outcomes) [Consumer-Related Scales]. (2001).

Bearden, W.O.; Hardesty, D.M.; Rose, R.L.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 531.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965568>

Self-Confidence (Task) [Consumer-Related Scales]. (1997; 1999).

Urbany, J.E.; Bearden, W.O.; Kaicker, A.; Smith-de Borrero, M.; Zhang, Y.; Buda, R.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 532.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965569>

Self-Efficacy (Health) [Consumer-Related Scales]. (1998).

Jayanti, R.K.; Burns, A.C.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 533.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965570>

Self-Efficacy (Health) [Consumer-Related Scales]. (1998).

Jayanti, R.K.; Burns, A.C.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 534.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965571>

Self-Esteem [Consumer-Related Scales]. (1965; 1990; 1991; 1992; 1994; 1996; 2001).

Bearden, W.O.; Rose, R.L.; Hardesty, D.M.; Rose, R.L.; Mick, D.G.; Park, C.W.;

Mothersbaugh, D.L.; Feick, L.F.; Richins, M.L.; Dawson, S.; et al.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 535-536.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965572>

Self-Esteem [Consumer-Related Scales]. (1959; 1967; 1989; 2000).

Netemeyer, R.G.; Bearden, W.O.; Teel, J.E.; Eagly, A.H.; Gulas, C.S.; McKeage, K.; Janis, I.L.; Field, P.B.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4. Chicago, IL: American Marketing Association

Page(s) 537-538.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965573>

Self-Esteem (State) [Consumer-Related Scales]. (1959; 1984; 1990; 1991; 1994; 2001).

Bagozzi, R.P.; Heatherton, T.F.; Bearden, W.O.; Hardesty, D.M.; Rose, R.L.; Fleming, J.S.; Courtney, B.E.; Polivy, J.; Janis, I.L.; Field, P.B.; et al.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4. Chicago, IL: American Marketing Association

Page(s) 539-540.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965574>

Self-Monitoring [Consumer-Related Scales]. (1974; 1986; 1999).

Aaker, J.L.; Snyder, M.; Gangestad, S.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4. Chicago, IL: American Marketing Association

Page(s) 541-542.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965575>

Sensation Seeking [Consumer-Related Scales]. (1979; 1992; 1998).

Schoenbachler, D.D.; Whittler, T.E.; Shoham, A.; Rose, G.M.; Kahle, L.R.; Steenkamp, J.E.M.; Baumgartner, H.; Zuckerman, M.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4. Chicago, IL: American Marketing Association

Page(s) 543-546.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965576>

Service Quality (Ambience) [Consumer-Related Scales]. (2001).

Brady, M.K.; Cronin Jr, J.J.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4. Chicago, IL: American Marketing Association

Page(s) 547.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965577>

Service Quality (Convenience Store) [Consumer-Related Scales]. (1998).

Hurley, Robert F.; Estelami, H.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 548-549.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965578>

Service Quality (Design) [Consumer-Related Scales]. (2001).

Brady, M.K.; Cronin Jr, J.J.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 550.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965579>

Service Quality (Employees' Attitudes) [Consumer-Related Scales]. (2001).

Brady, M.K.; Cronin Jr, J.J.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 551.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965580>

Service Quality (Employees Behaviors) [Consumer-Related Scales]. (2001).

Brady, M.K.; Cronin Jr, J.J.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 552.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965581>

Service Quality (Employees' Expertise) [Consumer-Related Scales]. (2001).

Brady, M.K.; Cronin Jr, J.J.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 553.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965582>

Service Quality (Encounter Specific) [Consumer-Related Scales]. (1981; 1991; 1999).

Fornell, C.; Larcker, D.F.; Parasuraman, A.; Berry, L.L.; Zeithaml, V.A.; Sweeney, J.C.; Soutar, G.N.; Johnson, L.W.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 554.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965583>

Service Quality (Overall) [Consumer-Related Scales]. (2000).

Cronin Jr, J.J.; Brady, M.K.; Holt, G.T.M.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 555.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965584>

Service Quality (Past Experiences) [Consumer-Related Scales]. (1998).

Tax, S.S.; Brown, S.W.; Chandrashekar, M.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 556.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965149>

Service Quality (Performance) [Consumer-Related Scales]. (1985; 2000).

Cronin Jr, J.J.; Brady, M.K.; Holt, G.T.M.; Parasuraman, A.; Zeithaml, V.A.; Berry, L.L.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 557-558.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965585>

Service Quality (Positive Experience) [Consumer-Related Scales]. (2001).

Brady, M.K.; Cronin Jr, J.J.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 559.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965586>

Service Quality (Social Factors) [Consumer-Related Scales]. (2001).

Brady, M.K.; Cronin Jr, J.J.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 560.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965587>

Service Quality (Supermarket) [Consumer-Related Scales]. (1998).

Sirohi, N.; McLaughlin, E.M.; Wittink, D.R.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 561-562.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965588>

Service Quality (Tangibles) [Consumer-Related Scales]. (2001).

Brady, M.K.; Cronin Jr, J.J.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 563.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965589>

Service Quality (Waiting Time) [Consumer-Related Scales]. (2001).

Brady, M.K.; Cronin Jr, J.J.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 564.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965590>

Service Success Likelihood [Consumer-Related Scales]. (1998).

Hui, M.K.; Thakor, M.V.; Gill, R.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 565.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965591>

Shop With Children [Consumer-Related Scales]. (1977; 1988; 1991; 1999).

Carlson, L.; Grossbart, S.; Walsh, A.; Rose, G.M.; Ward, S.; Wackman, D.B.; Wartella, E.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 566.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965592>

Shopping Convenience [Consumer-Related Scales]. (1996; 1999).

Donthu, N.; Garcia, A.; Gilliland, D.I.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 567.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965593>

Shopping Enjoyment [Consumer-Related Scales]. (1989; 1992; 1996; 1999).

Donthu, N.; Garcia, A.; Gilliland, D.I.; Faber, R.J.; O'Guinn, T.C.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 568-568.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965594>

Shopping Enjoyment [Consumer-Related Scales]. (1995; 1998; 1999).

Beatty, S.E.; Ferrell, M.E.; Ellis, K.; Reynolds, K.E.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 569.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965595>

Shopping Enjoyment (Grocery) [Consumer-Related Scales]. (1996; 2001).

Ailawadi, K.L.; Neslin, S.A.; Gedenk, K.; Urbany, J.E.; Dickson, P.R.; Kalapurakal, R.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 570.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965596>

Shopping Enjoyment (With Technology Assistance) [Consumer-Related Scales]. (2001).

Childers, T.L.; Carr, C.L.; Peck, J.; Carson, S.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 571.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965597>

Shopping Intention [Consumer-Related Scales]. (1993; 1999).

Mano, H.; Swinyard, W.R.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 572.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965598>

Shopping Smart [Consumer-Related Scales]. (1998).

Burton, S.; Lichtenstein, D.R.; Netemeyer, R.G.; Garretson, J.A.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 573.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965599>

Shopping Value [Consumer-Related Scales]. (2001).

Srivastava, J.; Lurie, N.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 574.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965600>

Shopping Value (Hedonic) [Consumer-Related Scales]. (1994; 1995; 2000).

Babin, B.J.; Darden, W.R.; Griffin, M.; Campo, K.; Gijbrenchts, E.; Nisol, P.; Modianos, D.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 575-576.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965601>

Shopping Value (Utilitarian) [Consumer-Related Scales]. (1994; 1995; 2000).

Babin, B.J.; Darden, W.R.; Griffin, M.; Modianos, D.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 577-578.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965602>

Sincerity (Salesperson) [Consumer-Related Scales]. (2000).

Campbell, M.C.; Kirmani, A.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 579.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965603>

Sincerity (Sponsorship) [Consumer-Related Scales]. (2000).

Speed, R.; Thompson, P.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 580.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965604>

Smoking-Related Beliefs (Poise) [Consumer-Related Scales]. (1989; 1999).

Burton, D.; Sussman, S.; Hansen, W.B.; Johnson, C.A.; Flay, B.R.; Pechmann, C.; Shih, C.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 581.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965605>

Smoking-Related Beliefs (Popularity) [Consumer-Related Scales]. (1989; 1999).

Burton, D.; Sussman, S.; Hansen, W.B.; Johnson, C.A.; Flay, B.R.; Pechmann, C.; Shih, C.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 582.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965606>

Smoking-Related Beliefs (Social Stature) [Consumer-Related Scales]. (1989; 1999).

Burton, D.; Sussman, S.; Hansen, W.B.; Johnson, C.A.; Flay, B.R.; Pechmann, C.; Shih, C.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 583.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965607>

Smoking-Related Beliefs (Vitality) [Consumer-Related Scales]. (1989; 1999).

Burton, D.; Sussman, S.; Hansen, W.B.; Johnson, C.A.; Flay, B.R.; Pechmann, C.; Shih, C.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 584.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965608>

Sociability [Consumer-Related Scales]. (1999).

Reynolds, K.E.; Beatty, S.E.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 585.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965609>

Social Desirability Bias [Consumer-Related Scales]. (1957; 1960; 1972; 1980; 1982; 1985;
1987; 1988; 1988; 1989; 1991; 1992; 1993; 1994; 1995; 1996).

Ballard, R.; Crino, M.D.; Rubinfeld, S.; Carlson, L.; Grossbart, S.; Crowne, D.P.; Marlowe, D.;
Edwards, A.L.; Fisher, R.J.; Fraboni, M.; et al.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 586-589.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965610>

Source Influence [Consumer-Related Scales]. (1998).

Gilly, M.C.; Graham, J.; Wolfinbarger, M.F.; Yale, L.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 590.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965611>

Store Convenience Importance [Consumer-Related Scales]. (1982; 2001).

Arora, R.; Kim, Y.; Kang, J.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 591.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965612>

TMSS List of Compilations: https://archive.org/details/TMSS_Compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Store Image [Consumer-Related Scales]. (1994; 1998).

Baker, J.; Grewal, D.; Parasuraman, A.; Krishnan, R.; Borin, N.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 592.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965613>

Store Image [Consumer-Related Scales]. (1991; 2000).

Dodds, W.B.; Monroe, K.B.; Grewal, D.; Yoo, B.; Donthu, N.; Lee, S.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 593.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965614>

Store Image Importance [Consumer-Related Scales]. (1982; 2001).

Arora, R.; Kim, Y.; Kang, J.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 594.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965615>

Substitutability of Information [Consumer-Related Scales]. (2001).

Childers, T.L.; Carr, C.L.; Peck, J.; Carson, S.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 595.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965616>

Support for the Retailer [Consumer-Related Scales]. (1999).

Handelman, J.M.; Arnold, S.J.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 596.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965617>

Susceptibility to Peer Influence [Consumer-Related Scales]. (1989; 1994; 1997; 1998; 2001).

Netemeyer, R.G.; Teel, J.E.; Bearden, W.O.; Hardesty, D.M.; Rose, R.L.; Boush, D.M.;
Friestad, M.; Rose, G.M.; Day, E.; Stafford, M.R.; et al.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 597-599.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965618>

TMSS List of Compilations: https://archive.org/details/TMSS_Compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Switching Costs [Consumer-Related Scales]. (1993; 2000).

Ganesh, J.; Arnold, M.J.; Reynolds, K.E.; Jones, M.A.; Mothersbaugh, D.L.; Beatty, S.E.; Ping Jr, R.A.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4. Chicago, IL: American Marketing Association
Page(s) 600.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965619>

Telepresence (Website) [Consumer-Related Scales]. (1997; 2001).

Coyle, J.R.; Thorson, E.; Kim, T.; Biocca, F.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4. Chicago, IL: American Marketing Association
Page(s) 601-602.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965620>

Test Accuracy (Health) [Consumer-Related Scales]. (1999).

Luce, M.F.; Kahn, B.E.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4. Chicago, IL: American Marketing Association
Page(s) 603.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965621>

Time Pressure [Consumer-Related Scales]. (1982; 1985; 2001).

Ailawadi, K.L.; Neslin, S.A.; Gedenk, K.; Lumpkin, J.R.; Darden, W.R.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4. Chicago, IL: American Marketing Association
Page(s) 604.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965622>

Time Pressure (Specific Shopping Trip) [Consumer-Related Scales]. (1987; 1989; 1990; 1998).

Beatty, S.E.; Smith, S.M.; Ferrell, M.E.; Iyer, E.S.; Jeon, J.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4. Chicago, IL: American Marketing Association
Page(s) 605.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965623>

Tolerance for Ambiguity [Consumer-Related Scales]. (1970; 1975; 1992; 2000).

MacDonald, A.P.; McQuarrie, E.F.; Mick, D.G.; Norton, R.W.; Phillips, B.J.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4. Chicago, IL: American Marketing Association
Page(s) 606-607.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965624>

TMSS List of Compilations: https://archive.org/details/TMSS_Compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Travel Intentions [Consumer-Related Scales]. (1999).

Krishnamurthy, P.; Sujan, M.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 608.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965625>

Trust in Brand [Consumer-Related Scales]. (2001).

Chaudhuri, A.; Holbrook, M.B.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 609.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965626>

Trust in the Organization [Consumer-Related Scales]. (1990; 1998).

Crosby, L.A.; Evans, K.R.; Cowles, D.; Tax, S.S.; Brown, S.W.; Chandrashekar, M.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 610.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965627>

Trust of Service Provider [Consumer-Related Scales]. (1999).

Price, L.L.; Arnould, E.J.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 611.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965628>

Trustworthiness (Retailer) [Consumer-Related Scales]. (2001).

De Wulf, K.; Odekerken-Schroder, G.; Iacobucci, D.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 612.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965629>

TV Viewing (Escape Motivation) [Consumer-Related Scales]. (1999).

Lin, C.A.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 613.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965630>

TV Viewing (Information Motivation) [Consumer-Related Scales]. (1999).

Lin, C.A.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 614.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965631>

TV Viewing (Self-Concept Motivation) [Consumer-Related Scales]. (1999).

Lin, C.A.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 615.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965632>

Typicality (General) [Consumer-Related Scales]. (2001).

Campbell, M.C.; Goodstein, R.C.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 616.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965633>

Ubiquity (Sponsor) [Consumer-Related Scales]. (2000).

Speed, R.; Thompson, P.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 617.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965634>

Uniqueness (Product) [Consumer-Related Scales]. (1999).

Dean, D.H.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 618.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965635>

Usage Intention [Consumer-Related Scales]. (2003).

Lane, V.R.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 619.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965636>

Usefulness of Technology to Assist Shopping [Consumer-Related Scales]. (1986; 1989; 2001).
Childers, T.L.; Carr, C.L.; Peck, J.; Carson, S.; Davis, F.D.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 620.
FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965637>

Value (Economic) [Consumer-Related Scales]. (1999).
Sweeney, J.C.; Soutar, G.N.; Johnson, L.W.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 621.
FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965638>

Value (Emotional) [Consumer-Related Scales]. (2001).
Sweeney, J.C.; Soutar, G.N.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 622.
FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965639>

Value (Offer) [Consumer-Related Scales]. (1991; 1998).
Dodds, W.B.; Monroe, K.B.; Grewal, D.; Krishnan, R.; Baker, J.; Borin, N.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 623.
FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965640>

Value (Offer) [Consumer-Related Scales]. (1998).
Grewal, D.; Monroe, K.B.; Krishnan, R.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 624.
FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965641>

Value (Product) [Consumer-Related Scales]. (1981; 1991; 1999; 2000).
Buchanan, L.; Simmons, C.J.; Bickart, B.A.; Dodds, W.B.; Monroe, K.B.; Grewal, D.; Fornell, C.; Larcker, D.F.; Sweeney, J.C.; Soutar, G.N.; et al.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 625-626.
FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965642>

Value (Quality) [Consumer-Related Scales]. (1999; 2001).

Sweeney, J.C.; Soutar, G.N.; Johnson, L.W.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 627.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965643>

Value (Social) [Consumer-Related Scales]. (2001).

Sweeney, J.C.; Soutar, G.N.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 628.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965644>

Value (Transaction Enjoyment) [Consumer-Related Scales]. (1998).

Grewal, D.; Monroe, K.B.; Krishnan, R.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 629.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965645>

Value (Travel Effort) [Consumer-Related Scales]. (1998).

Soman, D.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 630.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965646>

Value Consciousness [Consumer-Related Scales]. (1990; 1993; 1998; 1999).

Burton, S.; Lichtenstein, D.R.; Netemeyer, R.G.; Lastovicka, J.L.; Bettencourt, L.A.; Hughner, R.S.; Kuntze, R.J.; Ridgway, N.M.; Garretson, J.A.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 631-632.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965647>

Values (Self) [Consumer-Related Scales]. (1983; 1988; 1991; 1998).

Corfman, K.P.; Lehmann, D.R.; Narayanan, S.; Homer, P.M.; Kahle, L.R.; Shim, S.; Eastlick, M.A.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 633-634.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965648>

TMSS List of Compilations: https://archive.org/details/TMSS_Compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Values (Social) [Consumer-Related Scales]. (1983; 1988; 1991; 1998).

Corfman, K.P.; Lehmann, D.R.; Narayanan, S.; Homer, P.M.; Kahle, L.R.; Shim, S.; Eastlick, M.A.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4. Chicago, IL: American Marketing Association

Page(s) 635.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965649>

Variety Seeking Tendency [Consumer-Related Scales]. (1996; 1999).

Donthu, N.; Garcia, A.; Gilliland, D.I.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4. Chicago, IL: American Marketing Association

Page(s) 636.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965650>

Verbal Visual Processing Style [Consumer-Related Scales]. (1977; 1985; 1992; 1993; 1998; 1999).

Bezjian-Avery, A.; Calder, B.; Iacobucci, D.; Burns, A.C.; Biswas, A.; Babin, L.A.; Childers, T.L.; Houston, M.J.; Heckler, S.E.; McQuarrie, E.F.; et al.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4. Chicago, IL: American Marketing Association

Page(s) 637-639.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965651>

Visualizing Ease [Consumer-Related Scales]. (1989; 1997; 1999).

Keller, P.A.; Block, L.G.; McGill, A.L.; Anand, P.; Shiv, B.; Fedorikhin, A.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4. Chicago, IL: American Marketing Association

Page(s) 640.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965652>

Volunteerism (Perceived Group Need) [Consumer-Related Scales]. (1998).

Fisher, R.J.; Ackerman, D.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4. Chicago, IL: American Marketing Association

Page(s) 641.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965653>

Volunteerism (Recognition) [Consumer-Related Scales]. (1998).

Fisher, R.J.; Ackerman, D.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 642.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965654>

Volunteerism (Social Approval Expectations) [Consumer-Related Scales]. (1998).

Fisher, R.J.; Ackerman, D.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 643.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965655>

Vulnerability (Health) [Consumer-Related Scales]. (1999).

Luce, M.F.; Kahn, B.E.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 644.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965656>

Website Visit Intention [Consumer-Related Scales]. (1997; 2001).

Coyle, J.R.; Thorson, E.; Kim, T.; Biocca, F.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 645.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965657>

Willingness To Be Tested (Health) [Consumer-Related Scales]. (1999).

Luce, M.F.; Kahn, B.E.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 646.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965658>

Word-of-Mouth Intentions (Positive) [Consumer-Related Scales]. (1999).

Price, L.L.; Arnould, E.J.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 647.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965659>

Absurdity of the Ad [Advertising-Related Scales]. (1992).

Arias-Bolzmann, L.; Mowen, J.C.; Arias-Bolzmann, L.; Chakraborty, G.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 651-652.
FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965660>

Ad Preference Index [Advertising-Related Scales]. (1985; 2001).

Brunel, F.F.; Nelson, M.R.; Snyder, M.; DeBono, K.G.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 652-653.
FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965661>

Ad Usage [Advertising-Related Scales]. (1989; 1999).

Netemeyer, R.G.; Bearden, W.O.; Teel, J.E.; Bush, Alan J.; Smith, R.; Martin, C.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 653-654.
FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965662>

Ad-Evoked Image (Spirited) [Advertising-Related Scales]. (1997; 2001).

Batra, R.; Hung, K.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 654-655.
FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965663>

Ad-Evoked Image (Successful) [Advertising-Related Scales]. (1997; 2001).

Batra, R.; Hung, K.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 655-656.
FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965664>

Advertising Avoidance (Direct Mail) [Advertising-Related Scales]. (1997; 1998).

Elliot, M.T.; Speck, P.S.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 656-657.
FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965665>

Advertising Avoidance (Magazines) [Advertising-Related Scales]. (1997; 1998).

Elliot, M.T.; Speck, P.S.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 657-658.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965666>

Advertising Avoidance (Newspapers) [Advertising-Related Scales]. (1997; 1998).

Elliot, M.T.; Speck, P.S.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 658-659.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965667>

Advertising Avoidance (Radio) [Advertising-Related Scales]. (1997; 1998).

Elliot, M.T.; Speck, P.S.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 659.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965668>

Advertising Avoidance (Television) [Advertising-Related Scales]. (1997; 2000).

Gould, S.J.; Gupta, P.B.; Grabner-Kraüter, S.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 660-661.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965669>

Advertising Avoidance (Television) [Advertising-Related Scales]. (1997; 1998).

Elliot, M.T.; Speck, P.S.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 661-662.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965670>

Affective Response to Ad (Approval) [Advertising-Related Scales]. (1998).

Bhat, S.; Leigh, T.W.; Wardlow, D.L.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 662-663.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965671>

Affective Response to Ad (Disapproval) [Advertising-Related Scales]. (1998).

Bhat, S.; Leigh, T.W.; Wardlow, D.L.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 663-666.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965672>

Affective Response to Ad (Negative Feelings) [Advertising-Related Scales]. (1970; 1971; 1980; 1982; 1982; 1987; 1988; 1989; 1990; 1996; 1998; 1999).

Abelson, R.P.; Kinder, D.R.; Peters, M.D.; Fisk, S.T.; Aylesworth, A.B.; Goodstein, R.C.; Kalra, A.; Burke, M.C.; Edell, J.A.; Coulter, K.S.; et al.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 664-668.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965673>

Affective Response to Ad (Overall) [Advertising-Related Scales]. (1988; 2000).

Madden, T.J.; Allen, C.T.; Twible, J.L.; Singh, S.N.; Lessig, V.P.; Kim, D.; Gupta, R.; Hocutt, M.A.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 667-671.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965674>

Affective Response to Ad (Upbeat Feelings) [Advertising-Related Scales]. (1970; 1971; 1980; 1982; 1982; 1987; 1988; 1989; 1996; 1998; 1999).

Abelson, R.P.; Kinder, D.R.; Peters, M.D.; Fisk, S.T.; Aylesworth, A.B.; Goodstein, R.C.; Kalra, A.; Burke, M.C.; Edell, J.A.; Coulter, K.S.; et al.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 669-673.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965675>

Affective Response to Ad (Warm Feelings) [Advertising-Related Scales]. (1987; 1989; 1996; 1999).

Aylesworth, A.B.; Goodstein, R.C.; Kalra, A.; Burke, M.C.; Edell, J.A.; Mooradian, T.A.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 672-674.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965676>

Agency Selection Criteria (Account Team) [Advertising-Related Scales]. (1986; 1999).

Cagley, J.W.; Fam, K.S.; Waller, D.S.; Wackman, D.B.; Salmon, C.T.; Salman, C.C.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 674-675.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965677>

Agency Selection Criteria (Creative) [Advertising-Related Scales]. (1986; 1999).

Cagley, J.W.; Fam, K.S.; Waller, D.S.; Wackman, D.B.; Salmon, C.T.; Salman, C.C.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 675-676.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965678>

Agency Selection Criteria (Reputation) [Advertising-Related Scales]. (1986; 1999).

Cagley, J.W.; Fam, K.S.; Waller, D.S.; Wackman, D.B.; Salmon, C.T.; Salman, C.C.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 676-677.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965679>

Agency Selection Criteria (Resources) [Advertising-Related Scales]. (1986; 1999).

Cagley, J.W.; Fam, K.S.; Waller, D.S.; Wackman, D.B.; Salmon, C.T.; Salman, C.C.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 677-678.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965680>

Agency Selection Criteria (Shared Purpose) [Advertising-Related Scales]. (1986; 1999).

Cagley, J.W.; Fam, K.S.; Waller, D.S.; Wackman, D.B.; Salmon, C.T.; Salman, C.C.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 678-679.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965681>

Agency Selection Criteria (Strategic) [Advertising-Related Scales]. (1986; 1999).

Cagley, J.W.; Fam, K.S.; Waller, D.S.; Wackman, D.B.; Salmon, C.T.; Salman, C.C.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 679-680.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965682>

Attention to Sponsor's Promotion [Advertising-Related Scales]. (2000).

Speed, R.; Thompson, P.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 680-682.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965683>

Attention to the Advertisement [Advertising-Related Scales]. (1989; 1990; 1993; 2000).

Bruner II, G.C.; Kumar, A.; Lacznik, R.N.; Muehling, D.D.; Grossbart, S.; Stoltman, J.J.;
Stevenson, J.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 681-683.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965684>

Attitude Toward Advertising [Advertising-Related Scales]. (1978; 1981; 1999).

Bush, A.J.; Smith, R.; Martin, C.; Moschis, G.P.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 683-685.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965685>

Attitude Toward Advertising [Advertising-Related Scales]. (1986; 2001).

Baumgartner, H.; Steenkamp, J.E.M.; Gaski, J.F.; Etzel, M.J.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 684-686.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965686>

Attitude Toward Advertising [Advertising-Related Scales]. (1996; 1999).

Donthu, N.; Garcia, A.; Gilliland, D.I.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 686-687.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965687>

Attitude Toward Advertising [Advertising-Related Scales]. (1957; 1985; 1998).

Dawes, R.M.; Smith, T.L.; Elliot, M.T.; Speck, P.S.; Osgood, C.F.; Suci, G.J.; Tannenbaum,
P.H.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 687-688.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965688>

TMSS List of Compilations: https://archive.org/details/TMSS_Compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Attitude Toward Advertising (Credibility) [Advertising-Related Scales]. (2001).

Brackett, L.K.; Carr Jr, B.N.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 688-689.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965689>

Attitude Toward Advertising (Disbelief) [Advertising-Related Scales]. (2000).

Burnett, J.J.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 689-690.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965690>

Attitude Toward Advertising (Entertaining) [Advertising-Related Scales]. (1995; 2001).

Brackett, L.K.; Carr Jr, B.N.; Ducoffe, H.R.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 690-691.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965691>

Attitude Toward Advertising (Informative) [Advertising-Related Scales]. (1995; 2001).

Brackett, L.K.; Carr Jr, B.N.; Ducoffe, H.R.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 691-692.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965692>

Attitude Toward Advertising (Informative) [Advertising-Related Scales]. (2000).

Smit, E.; Neijens, P.C.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 692-693.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965693>

Attitude Toward Advertising (Irritating) [Advertising-Related Scales]. (1995; 2001).

Brackett, L.K.; Carr Jr, B.N.; Ducoffe, H.R.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 693-694.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965694>

Attitude Toward Advertising (Negative) [Advertising-Related Scales]. (2000).

Smit, E.; Neijens, P.C.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 694-695.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965695>

Attitude Toward Advertising (Portrayal of Homosexuals) [Advertising-Related Scales]. (2000).

Burnett, J.J.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 695-696.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965696>

Attitude Toward Advertising (Usefulness) [Advertising-Related Scales]. (1995; 2001).

Brackett, L.K.; Carr Jr, B.N.; Ducoffe, H.R.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 696-697.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965697>

Attitude Toward Advertising (Usefulness) [Advertising-Related Scales]. (2000).

Burnett, J.J.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 697-698.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965698>

Attitude Toward Direct Marketing [Advertising-Related Scales]. (1996; 1999).

Donthu, N.; Garcia, A.; Gilliland, D.I.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 698-700.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965699>

Attitude Toward the Ad (Activity Judgments) [Advertising-Related Scales]. (1971; 1986; 1987; 1989; 1999).

Aylesworth, A.B.; Goodstein, R.C.; Kalra, A.; Burke, M.C.; Edell, J.A.; Wells, W.D.; Leavitt, C.; McConville, M.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 699-703.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965700>

TMSS List of Compilations: https://archive.org/details/TMSS_Compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Attitude Toward the Ad (Affective) [Advertising-Related Scales]. (1957; 1977; 1979; 1985; 1986; 1988; 1989; 1991; 1993; 1995; 1994; 1996; 1997; 1998; ; 2000;).

Baker, M.J.; Churchill, G.A.; Bruner II, G.C.; Burton, S.; Lichtenstein, D.R.; Crites Jr, S.L.; Fabrigar, L.R.; Petty, R.E.; Janiszewski, C.; Kilbourne, W.E.; et al.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4. Chicago, IL: American Marketing Association

Page(s) 701-707.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965701>

Attitude Toward the Ad (Cognitive) [Advertising-Related Scales]. (1957; 1977; 1985; 1986; 1988; 1988; 1989; 1990; 1991; 1992; 1994; 1995; 1997; 1998).

Baker, M.J.; Churchill, G.A.; Bruner II, G.C.; Burton, S.; Lichtenstein, D.R.; Crites Jr, S.L.; Fabrigar, L.R.; Petty, R.E.; Donthu, N.; Kilbourne, W.E.; et al.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4. Chicago, IL: American Marketing Association

Page(s) 704-709.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965702>

Attitude Toward the Ad (Cognitive) [Advertising-Related Scales]. (1984; 1986; 2001).

Cox, D.; Cox, A.D.; Hirschman, E.C.; Solomon, M.R.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4. Chicago, IL: American Marketing Association

Page(s) 708-710.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965703>

Attitude Toward the Ad (Cognitive) [Advertising-Related Scales]. (1995).

Homer, P.M.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4. Chicago, IL: American Marketing Association

Page(s) 710-711.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965704>

Attitude Toward the Ad (Comprehension) [Advertising-Related Scales]. (1999; 2000; 2001).

Hung, K.; McQuarrie, E.F.; Mick, D.G.; Phillips, B.J.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4. Chicago, IL: American Marketing Association

Page(s) 711-713.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965705>

Attitude Toward the Ad (Evaluative Judgments) [Advertising-Related Scales]. (1971; 1986; 1987; 1999).

Aylesworth, A.B.; Goodstein, R.C.; Kalra, A.; Burke, M.C.; Edell, J.A.; Wells, W.D.; Leavitt, C.; McConville, M.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 712-715.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965706>

Attitude Toward the Ad (Gentleness) [Advertising-Related Scales]. (1971; 1986; 1987; 1999).

Aylesworth, A.B.; Goodstein, R.C.; Kalra, A.; Burke, M.C.; Edell, J.A.; Wells, W.D.; Leavitt, C.; McConville, M.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 714-716.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965707>

Attitude Toward the Ad (Happiness) [Advertising-Related Scales]. (1986; 1987; 1989; 1998).

Aaker, J.L.; Williams, P.; Edell, J.A.; Burke, M.C.; Frijda, N.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 716-717.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965708>

Attitude Toward the Ad (Message) [Advertising-Related Scales]. (1994; 2000).

Singh, M.; Balasubramanian, S.K.; Chakraborty, G.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 717-728.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965709>

Attitude Toward the Ad (Overall) [Advertising-Related Scales]. (1957; 1975; 1975; 1981; 1985; 1988; 1988; 1989; 1991; 1993; 1994; 1995; 1997; 1998).

Ahtola, O.T.; Bezjian-Avery, A.; Calder, B.; Iacobucci, D.; Bruner II, G.C.; Crites Jr, S.L.;

Fabrigar, L.R.; Petty, R.E.; Wegener, D.T.; Dawes, R.M.; et al.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 718-729.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965710>

Attitude Toward the Ad (Overall) [Advertising-Related Scales]. (1987; 2001).

Holbrook, M.B.; Batra, R.; Shamdasani, P.N.; Stanaland, A.J.S.; Tan, J.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 729-730.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965711>

Attitude Toward the Ad (Overall) [Advertising-Related Scales]. (1999; 2000).

Lee, Y.H.; Mason, C.H.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 730-731.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965712>

Attitude Toward the Ad (Peacefulness) [Advertising-Related Scales]. (1986; 1987; 1989; 1998).

Aaker, J.L.; Williams, P.; Edell, J.A.; Burke, M.C.; Frijda, N.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 731-732.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965713>

Attitude Toward the Ad (Pride) [Advertising-Related Scales]. (1986; 1987; 1989; 1998).

Aaker, J.L.; Williams, P.; Edell, J.A.; Burke, M.C.; Frijda, N.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 732-733.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965714>

Attitude Toward the Ad (Warmth) [Advertising-Related Scales]. (1986; 1987; 1989; 1998).

Aaker, J.L.; Williams, P.; Edell, J.A.; Burke, M.C.; Frijda, N.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 733-734.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965715>

Attitude Toward the Advertiser [Advertising-Related Scales]. (1987; 1989; 1996; 2000; 2001).

Lohse, G.L.; Rosen, D.L.; MacKenzie, S.B.; Lutz, R.J.; Muehling, D.D.; Simpson, P.M.; Horton, S.; Brown, G.; Speed, R.; Thompson, P.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 734-735.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965716>

TMSS List of Compilations: https://archive.org/details/TMSS_Compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Attitude Toward the Banner Ad [Advertising-Related Scales]. (2001).

Cho, C.; Lee, J.; Tharp, M.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 735-736.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965717>

Attitude Toward the Brand in the Ad [Advertising-Related Scales]. (1999; 2000).

Lee, Y.H.; Mason, C.H.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 736-737.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965718>

Attitude Toward the Commercial [Advertising-Related Scales]. (2001).

Fennis, B.M.; Bakker, A.B.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 737-738.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965719>

Attitude Toward the Endorser [Advertising-Related Scales]. (1998).

Till, Brian D.; Shimp, T.A.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 738-739.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965720>

Attitude Toward the Infomercial [Advertising-Related Scales]. (2001).

Agee, T.; Martin, B.A.S.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 739-740.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965721>

Attitude Toward the Manufacturer (Responsible) [Advertising-Related Scales]. (1999).

Dean, D.H.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 740-741.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965722>

Attitude Toward the Manufacturer (Trust) [Advertising-Related Scales]. (1981; 1999; 2001).
Dean, D.H.; Biswas, A.; Fornell, C.; Larcker, D.F.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 741-742.
FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965723>

Attitude Toward the Spokesperson (Likeability) [Advertising-Related Scales]. (1991; 2001).
Forehand, Mark R.; Deshpande, R.; Whittler, T.E.; DiMeo, J.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 742.
FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965724>

Attitude Toward the Spokesperson (Similarity) [Advertising-Related Scales]. (1983; 1989; 1991; 2001).
Appiah, O.; McKirnan, D.J.; Smith, C.; Hamayan, E.V.; Whittler, T.E.; DiMeo, J.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 743-745.
FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965725>

Attitude Toward TV Advertising [Advertising-Related Scales]. (1977; 1981; 1983; 1988; 1998).
Carlson, L.; Grossbart, S.; Riecken, G.; Samli, A.C.; Rose, G.M.; Bush, V.D.; Kahle, L.R.;
Rossiter, J.R.; Wiman, A.R.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 744-746.
FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965726>

Attitude Toward TV Advertising (Skepticism) [Advertising-Related Scales]. (1977; 1986; 1992; 1998).
Alwitt, L.F.; Prabhaker, P.R.; Gaski, J.F.; Etzel, M.J.; Mangleburg, T.F.; Bristol, T.; Rossiter, J.R.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 746-747.
FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965727>

Attitude Toward TV Advertising Aimed at Children [Advertising-Related Scales]. (1984; 1988; 1998).

Carlson, L.; Grossbart, S.; Crosby, L.A.; Rose, G.M.; Bush, V.D.; Kahle, L.R.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4. Chicago, IL: American Marketing Association

Page(s) 747-748.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965728>

Attitude Toward TV Advertising Aimed at Children [Advertising-Related Scales]. (1998).

Walsh, A.; Lacznia, R.N.; Carlson, L.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4. Chicago, IL: American Marketing Association

Page(s) 748-749.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965729>

Attitude Toward Use of English in a Commercial [Advertising-Related Scales]. (2000).

Gerritson, M.; Korzilius, H.; Von Meurs, F.; Gijsbers, I.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4. Chicago, IL: American Marketing Association

Page(s) 749-750.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965730>

Attitude Toward Web Advertising [Advertising-Related Scales]. (1999; 2001).

Cho, C.; Shamdasani, P.N.; Stanaland, A.J.S.; Tan, J.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4. Chicago, IL: American Marketing Association

Page(s) 750-751.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965731>

Beauty (Advertising Model) [Advertising-Related Scales]. (2001).

Bower, A.B.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4. Chicago, IL: American Marketing Association

Page(s) 751-752.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965732>

Believability of the Information [Advertising-Related Scales]. (2000; 2001).

Gurhan-Canli, Z.; Parthasarathy, M.; Sen, S.; Morwitz, V.G.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4. Chicago, IL: American Marketing Association

Page(s) 752-753.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965733>

Brand Advertising Intensity [Advertising-Related Scales]. (1989; 2000).

Kirmani, A.; Wright, P.; Yoo, B.; Donthu, N.; Lee, S.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 753-754.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965734>

Celebrity Endorser (Credibility) [Advertising-Related Scales]. (2001).

Zafer, B.E.; Baker, M.J.; Tagg, S.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 754-755.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965735>

Celebrity Endorser (Expertise) [Advertising-Related Scales]. (2001).

Zafer, B.E.; Baker, M.J.; Tagg, S.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 755-756.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965736>

Celebrity Endorser (Match-Up) [Advertising-Related Scales]. (2001).

Zafer, B.E.; Baker, M.J.; Tagg, S.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 756-757.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965737>

Child's Understanding of Advertising Practices [Advertising-Related Scales]. (1999).

Rose, G.M.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 757-758.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965738>

Client Conflict With Agency [Advertising-Related Scales]. (1992; 1996; 1999).

Beard, F.; Michell, P.; Cataquet, H.; Hague, S.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 758-759.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965739>

Client Role Ambiguity (Goal Clarity) [Advertising-Related Scales]. (1992; 1996; 1999).

Beard, F.; Sawyer, J.L.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 759-760.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965740>

Client Role Ambiguity (Process Clarity) [Advertising-Related Scales]. (1992; 1996; 1999).

Beard, F.; Sawyer, J.L.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 760-761.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965741>

Client Satisfaction (Agency Performance) [Advertising-Related Scales]. (1986/1987; 1996; 1999).

Beard, F.; Wackman, D.B.; Salmon, C.T.; Salman, C.C.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 761-762.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965742>

Client Satisfaction (Personal Relationships) [Advertising-Related Scales]. (1986/1987; 1996; 1999).

Beard, F.; Wackman, D.B.; Salmon, C.T.; Salman, C.C.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 762-763.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965743>

Client Tension With Agency [Advertising-Related Scales]. (1993; 1996; 1999).

Beard, F.; Singh, J.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 763-764.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965744>

Community Image Importance [Advertising-Related Scales]. (1997; 2001).

Wicks, J.L.; Abernethy, A.M.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 764-765.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965745>

TMSS List of Compilations: https://archive.org/details/TMSS_Compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

Comparison With Advertising Model [Advertising-Related Scales]. (2001).

Bower, A.B.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 765-766.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965746>

Consistency of Thoughts and Ad [Advertising-Related Scales]. (1999).

Krishnamurthy, P.; Sujan, M.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 766-767.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965747>

Contextual Detail in Ads (Visual) [Advertising-Related Scales]. (1999).

Krishnamurthy, P.; Sujan, M.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 767-769.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965748>

Creativity (Advertisement) [Advertising-Related Scales]. (1989; 2001).

O'Quin, K.; Besemer, S.; White, A.; Smith, B.L.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 768-773.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965749>

Credibility [Advertising-Related Scales]. (1968; 1989; 1990; 1991; 1994; 1996; 1998; 2000; 2001).

Andrews, J.C.; Burton, S.; Netemeyer, R.G.; Bobinski Jr, G.S.; Cox, D.; Cox, A.D.; Bower, A.B.; Goldsmith, R.E.; Lafferty, B.A.; Newell, S.; et al.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association

Page(s) 770-774.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965750>

Direct Mail Usage (Retailer) [Advertising-Related Scales]. (2001).

De Wulf, K.; Odekerken-Schroder, G.; Iacobucci, D.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 774-775.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965751>

Ease of Measurement [Advertising-Related Scales]. (1999).

Spake, D.F.; D'Souza, G.; Crutchfield, T.N.; Morgan, R.M.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 775-776.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965752>

Effectiveness (Product's Impact on Model's Beauty) [Advertising-Related Scales]. (1981; 2001).

Bower, A.B.; Fornell, C.; Larcker, D.F.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 776-777.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965753>

Effectiveness of the Ad [Advertising-Related Scales]. (2001).

Moreau, C.P.; Markman, A.B.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 777-778.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965754>

Elaboration [Advertising-Related Scales]. (1999).

McQuarrie, E.F.; Mick, D.G.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 778-779.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965755>

Fit (Ad Object) [Advertising-Related Scales]. (1991; 1998).

Ellen, P.S.; Bone, P.F.; MacInnis, D.J.; Park, C.W.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 779-780.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965756>

Fit (Brand Endorser) [Advertising-Related Scales]. (2001).

Till, Brian D.; Busier, M.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 780-781.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965757>

Fit (Model) Consumer [Advertising-Related Scales]. (2001).

Bower, A.B.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 781-782.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965758>

Goal Congruence (Agency Firm) [Advertising-Related Scales]. (1994; 1999).

Morgan, R.M.; Hunt, S.D.; Spake, D.F.; D'Souza, G.; Crutchfield, T.N.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 782-783.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965149>

Helpfulness of the Ad [Advertising-Related Scales]. (2001).

Dean, D.H.; Biswas, A.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 783-784.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965759>

Importance of Advertising [Advertising-Related Scales]. (1999).

Spake, D.F.; D'Souza, G.; Crutchfield, T.N.; Morgan, R.M.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 784-785.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965760>

Importance of Payment Information [Advertising-Related Scales]. (2001).

Agee, T.; Martin, B.A.S.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 785-786.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965761>

Importance of Testimonials [Advertising-Related Scales]. (2001).

Agee, T.; Martin, B.A.S.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 786-787.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965762>

Interest in Product (Prior to Ad Exposure) [Advertising-Related Scales]. (2001).

Agee, T.; Martin, B.A.S.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 787-789.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965763>

Intergenerational Communication (Promotion-Related) [Advertising-Related Scales]. (1992; 2000).

Childers, T.L.; Rao, A.R.; Viswanathan, M.; Moore, E.S.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 788-790.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965764>

Involvement (Ad Message) [Advertising-Related Scales]. (1994; 1995; 2001).

Ahluwalia, R.; Unnava, H.R.; Burnkrant, R.E.; Lord, K.R.; Lee, M.; Sauer, P.L.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 790-791.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965765>

Involvement (Ad Message) [Advertising-Related Scales]. (1986; 1998).

Ellen, P.S.; Bone, P.F.; Petty, R.E.; Cacioppo, J.T.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 791-792.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965766>

Involvement (Ad Message) [Advertising-Related Scales]. (1990; 2000).

Baker, W.E.; Lutz, R.J.; Muehling, D.D.; Stoltman, J.J.; Grossbart, S.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 792-793.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965767>

Involvement (Ad Message) [Advertising-Related Scales]. (1988; 2000).

Lee, Y.H.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 793-794.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965768>

Involvement (Ad Message) [Advertising-Related Scales]. (2001).

Cox, D.; Cox, A.D.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 794-795.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965769>

Involvement (Brand Response) [Advertising-Related Scales]. (2000).

Baker, W.E.; Lutz, R.J.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 795-796.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965770>

Irritation With Commercials [Advertising-Related Scales]. (2001).

Fennis, B.M.; Bakker, A.B.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 796-797.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965771>

Mood Evoked by Ad [Advertising-Related Scales]. (1994; 1998).

Ellen, P.S.; Bone, P.F.; Mehrabian, A.; Russell, J.A.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 797-798.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965772>

New Product Attributes (Learning Costs) [Advertising-Related Scales]. (2001).

Mukherjee, A.; Hoyer, W.D.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 798-799.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965773>

New Product Attributes (Value Added) [Advertising-Related Scales]. (2001).

Mukherjee, A.; Hoyer, W.D.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 799-800.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965774>

Normalcl. [Advertising-Related Scales]. (2001).

Bower, A.B.; Landreth, S.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 800-801.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965775>

Persuasiveness of the Ad (Cognitive Change) [Advertising-Related Scales]. (2001).

Reichert, T.; Heckler, S.E.; Jackson, S.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 801-802.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965776>

Persuasiveness of the Information [Advertising-Related Scales]. (2000; 2001).

Gurhan-Canli, Z.; Maheswaran, D.; Sen, S.; Morwitz, V.G.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 802-803.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965777>

Post-Exposure Elaboration [Advertising-Related Scales]. (2001).

Agee, T.; Martin, B.A.S.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 803-804.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965778>

Product Information Content [Advertising-Related Scales]. (1992; 1994; 2000).

Meyers-Levy, J.; Peracchio, L.A.; Singh, M.; Balasubramanian, S.K.; Chakraborty, G.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.

Chicago, IL: American Marketing Association

Page(s) 804-805.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965779>

Product Placement (General) [Advertising-Related Scales]. (1997; 2000).

Gould, S.J.; Gupta, P.B.; Grabner-Kraüter, S.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 805-806.
FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965780>

Product Placement (Preference) [Advertising-Related Scales]. (1997; 2000).

Gould, S.J.; Gupta, P.B.; Grabner-Kraüter, S.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 806-807.
FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965781>

Product Placement (Restriction) [Advertising-Related Scales]. (1997; 2000).

Gould, S.J.; Gupta, P.B.; Grabner-Kraüter, S.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 807-808.
FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965782>

Quality (Ad Stimulus Production) [Advertising-Related Scales]. (1994; 2000).

Singh, M.; Balasubramanian, S.K.; Chakraborty, G.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 808-809.
FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965783>

Quality (Advertised Product) [Advertising-Related Scales]. (1981; 1999; 2001; 2003).

Dean, D.H.; Biswas, A.; Fornell, C.; Larcker, D.F.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 809-810.
FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965784>

Quality (Advertised Product) [Advertising-Related Scales]. (2001).

Lohse, G.L.; Rosen, D.L.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 810-811.
FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965785>

Relevance of the Information [Advertising-Related Scales]. (1990; 2000; 2001).

Ahluwalia, R.; Unnava, H.R.; Burnkrant, R.E.; Gurhan-Canli, Z.; Maheswaran, D.; Klar, Y.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 811-812.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965786>

Risk of Purchase [Advertising-Related Scales]. (1981; 2001; 2003).

Dean, D.H.; Biswas, A.; Fornell, C.; Larcker, D.F.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 812-813.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965787>

Romance Between Couple in Ad [Advertising-Related Scales]. (1998).

Bhat, S.; Leigh, T.W.; Wardlow, D.L.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 813-814.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965788>

Standard of Living (Comparison with Typical TV Family) [Advertising-Related Scales]. (1998).

Sirgy, M.J.; Lee, D.; Kosenko, R.; Meadow, H.L.; Rahtz, D.R.; Cicic, M.; Xi Jin, G.; Yarsuvat, D.; Blenkhorn, D.L.; Wright, N.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 814-815.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965789>

TV Programming (Broadcasters' Responsibilities) [Advertising-Related Scales]. (1998).

Walsh, A.; Laczniak, R.N.; Carlson, L.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 815-816.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965790>

TV Programming (Need For Government Regulation) [Advertising-Related Scales]. (1998).

Walsh, A.; Laczniak, R.N.; Carlson, L.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 816-817.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965791>

TV Programming (Need For Independent Regulation) [Advertising-Related Scales]. (1998).
Walsh, A.; Lacznia, R.N.; Carlson, L.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 817-818.
FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965792>

TV Viewing (Child's Verbal Interaction with Mother) [Advertising-Related Scales]. (2001).
Carlson, L.; Lacznia, R.N.; Walsh, A.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 818-819.
FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965793>

TV Viewing (Child's View of Mother's Control) [Advertising-Related Scales]. (2001).
Carlson, L.; Lacznia, R.N.; Walsh, A.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 819-820.
FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965794>

TV Viewing (Child's View of Mother's Opinion) [Advertising-Related Scales]. (2001).
Carlson, L.; Lacznia, R.N.; Walsh, A.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). /Marketing Scales Handbook/, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 820-821.
FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965795>

TV Viewing (Frequency) [Advertising-Related Scales]. (1978; 1999).
Bush, Alan J.; Smith, R.; Martin, C.; Moschis, G.P.; Churchill Jr, G.A.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 821-822.
FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965796>

TV Viewing (Parents' Responsibilities) [Advertising-Related Scales]. (1998; 2001).
Carlson, L.; Lacznia, R.N.; Walsh, A.
IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4.
Chicago, IL: American Marketing Association
Page(s) 822-823.
FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965797>

TV Viewing (Time Spent) [Advertising-Related Scales]. (1984; 1987; 1998).

Morgan, M.S.; Richins, M.L.; Sirgy, M.J.; Lee, D.; Kosenko, R.; Meadow, H.L.; Rahtz, D.R.; Cicic, M.; Xi Jin, G.; Yarsuvat, D.; et al.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4. Chicago, IL: American Marketing Association

Page(s) 823-824.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965798>

Typicality (Commercial) [Advertising-Related Scales]. (1992; 1994; 2000).

Meyers-Levy, J.; Peracchio, L.A.; Singh, M.; Balasubramanian, S.K.; Chakraborty, G.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4. Chicago, IL: American Marketing Association

Page(s) 824-825.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965799>

Visual Imaging [Advertising-Related Scales]. (1991; 1996; 2000).

Singh, S.N.; Lessig, V.P.; Kim, D.; Gupta, R.; Hocutt, M.A.; Unnava, H.R.; Burnkrant, R.E.; Agarwal, S.; Haugtvedt, C.P.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4. Chicago, IL: American Marketing Association

Page(s) 825-826.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965800>

Vividness of the Ad [Advertising-Related Scales]. (1999).

Krishnamurthy, P.; Sujan, M.

IN: Bruner, G. C., II; Hensel, P.; James, K. E. (2007). Marketing Scales Handbook, Vol. 4. Chicago, IL: American Marketing Association

Page(s) 826.

FIND THIS BOOK IN A LIBRARY NEAR YOU: <http://www.worldcat.org/oclc/25965801>

Compiled by Helen Hough, MLS, James G. Collins & Associates.



Helen Hough, CC BY-NC

Burt King provided assistance with inquiries through part of the early 2010s when at Central Library, University of Texas at Arlington, Arlington, Texas 76019.

TMSS List of Compilations: https://archive.org/details/TMSS_Compilations

The TMSS pages are provided for information purposes only.

Helen Hough, CC BY-NC

To obtain these resources, you may check your library to see if it has the volume or has services to get it for you.

My most grateful appreciation for (a) the assistance of Stacy Maat, Marija Freeland, Susan Turkel, and Sue Wortman at the University of Michigan, who provided significant information regarding changing URLs; (b) all of our colleagues across the nation and world who make recommendations for works to be added; and (c) The University of Texas at Arlington Library for originally graciously hosting this work to make it available to scholars worldwide.

As a content listing of a published work, validity and accuracy of this page does not change over time. The TMSS pages are usually developed from information provided in a variety of locations within the original resource. If any of these pages are copied for modification on another site, please provide proper attribution. This version, originally created in 2007, is covered by all applicable copyright laws. Updated: August 2019.